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Translation of scientific and technical terms, military and postal literature

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Abstract

The most difficult to translate the terminology is multi attributive phrases. The main methods of translation are translated using analogous prepositional attribute group (the so-called tracing); translation using the genitive case; translation using the permutation component; translation using different prepositions; translation by using the participle and verbal participle turns; translation using descriptive reception. Translation of scientific, technical, military, postal literature has a number of features in comparison with the translation of literature. These features are associated with the specific language of the military, scientific - technical and postal literature, which is characterized by saturation in specific terms.

Keywords: terminology, military, postal literature, education.

An important feature of the translation of scientific, technical, military and postal literature is that the translator often have to create a Russian equivalent terms to express new concepts. The need for self-disclose the value of the large number of foreign terms is a quality feature, the transfer specifics of scientific, technical, military and postal literature. The main difficulty faced by the translator of this type of literature lies in translating the terms [Skorohodko EF, 1961, 4-5].

L.Nelyubin defines the term as "a word or phrase, taken for the exact expression of the notion of a special designation or special subject in a particular area of expertise. In the text for translation, the term always requires a separate decision on the translation that is acts as a translation unit".

Currently, due to the development of science and technology there are significant difficulties allocation of general scientific, general technical, industry and highly specialized terminology. General scientific and general technical terms - terms used in several areas of science and technology. Industry terms that are unique to any one particular branch of knowledge. Highly technical terms - are terms that have values that are typical of any specialty in the industry. The main requirement

for the terms is that they are concise and unambiguous.

In practice, however, these properties of the term are not always confirmed. Studies conducted in recent years show that the terms are not unique in the scientific and technical texts. The terms are generally used only in a single, specific for a given value of the information field, and it is this that does not cause ambiguity of the term. This occurs primarily because of the fact that the ambiguity of the term just manifested in the presence of different semantic knowledge within the different sciences. On the other hand, the basic requirements for this sub-language where clarity, accuracy, certainty, and other stylistic features stimulate the use of the terms in their narrowest, the most common meaning for them, and preference is given unequivocal terms.

A characteristic feature of special materials is their saturation of special scientific and technical terminology. This article analyzes the main methods of education and the translation of scientific and technical terms, military and posted literature. The most characteristic feature of special materials on the lexical level is the quality of their special scientific and technical terminology. As is known, the presence of language terminology is striv-

ing for maximum accuracy of information transfer, that is, a precision, which would exclude the possibility of arbitrary and subjective interpretation of her. Translation of scientific, technical, military and postal literature has a number of features in comparison with the translation of literature. These features are associated with the specific data types of the language of literature, which is characterized by brevity, accuracy wording saturation in specific terms. A large number of technical terms in the text, especially the newly emerged (neologisms), which are not registered in the dictionary, in the practice of translation create significant difficulties. This richness is due to the fact that the terms are inherently more fluid, moving bed vocabulary of the language, which is continuously updated. This replenishment is mainly due to the creation of new technical terms to express concepts that have arisen as a result of intensive development in recent years, science and technology.

The desire of the term to the uniqueness leads to the fact that a number of terms becomes a kind of independence from the context and, therefore, can be transferred by means of lexical equivalents. But in this case it is only the fact that the terminological

meaning of the word is usually not changed, but is detected in the context.

For example: - package, main importance: the bale, the bale; in postal services: parcel [... Strategy 2008].

For a correct understanding and translation of terms is also necessary to know the morphological structure of terms, semantic features that distinguish them from common words, the basic types of terms, phrases, their structural peculiarities and specifics of their use, and more. This will ensure a thorough understanding of the content, the meaning, expressed by the term, and will facilitate the work with the appropriate terminological dictionaries.

Some authors, analyzing the terms from the standpoint of terminology itself, coming to them as a lexical unit of language for specific purposes, in other - language or sublanguage of science and technology. As discussed at the present time point of view, languages for special purposes (YASTS), which is called in English?

- American literature, languages for special purposes (LSP), - a functional modern varieties developed national languages. They cater to special fields of knowledge and activity (science, culture, production, management, etc.) And have certain specificity in the vocabulary, syntax, word formation in

comparison with such varieties of natural language as a literary language, the language of everyday communication, spoken language and et al.

The development of the subject areas of science determines the continuous development of new terms and terminological expressions. Terminology vocabulary formation becomes more movable member scientific, military and postal literature that makes recourse to standardization of terminology, the regulation of its use [3, 100].

Development of common methods of creating terms, common terminology promotes greater participation of experts from different countries in solving urgent problems of modern science and technology, increase their information arms [Suder A. 1989, 56].

The postal and military, the term is used only in one specific area of information for this value.

Education terms in English literature occurs in the following ways: morphological, including affixation (analyst, rotary); compounding (nuclear powered, hard-fought); conversion (to table, to officer); Abbreviations (copter, radar); lexical and semantic comprising transfer values (Diesel - name of the inventor and the name of an internal combustion engine), the change values (acquisition - mean only

"acquisition", and now represents a "detection and notch targets"), the expansion value (to land - means "disembark on the beach ", " land ", and now" to land on any surface, "including water and a heavenly body), the restriction value (cruiser - used to mean any" ship ", at sea, and now the" cruiser "); by borrowing from both other areas of science and technology (pin, strut),

It should be noted that most modern English terms are formed syntactic method. Practice shows that in the field of multi-component terms of telecommunications make up more than 80 percent of the vocabulary - more than 15 000 lexical units, which is reflected in the emergence of an increasing number of multi-term combinations, for example:

- registered letter ordered letter,
- air-mail airmail,
- postal order postal order, [Alberto, 1998, 1-2].

The most common type is a morphological method for forming suffixation - 5% -18 terms.

Borrowing from other languages English terminology in the art would be low, the average those lexical units make up no more than 3 - 4%.

In the modern scientific and technical literature in the English language there is a tendency to increase the

number of different kinds of cuts (abbreviation) all morphological classes of words and phrases, the formation of new words by reducing the current, which is the result of optimization of informational signs of difficulty. In some texts the share of cuts more than 50% of all tokens and more than 15% of the dictionary, which allows several times to compress the volume of information transmitted, and a graphical representation of individual texts as well as fill up the lexical structure of the language.

There are abbreviations: letters; initially; syllabic, hybrid (a combination of letters and syllables); truncated words; contraction; reduction using symbols means;

For example, consider these examples of possible options for reducing the most characteristic of British scientific, technical texts, such as:

By the number of components, these terms are divided into:

two (intelligence officer - head of intelligence);

three (interplanetary ballistic missile - interplanetary ballistic missile);

four (high-velocity aircraft rocket - aircraft missile with high flight speed);

more components.

Building components can be continued, but when a large amount of semantic-syntactic connection compo-

nents inside the terminology violated number and combination separates into two or more separate combinations. To maintain this type of coupling links within individual components taken connecting hyphen (in-the-clear-message - radiogram plaintext).

Here are the most typical ways of translating multi component terms in Russian.

1. Using similar attribute group:

twin-eyed optical system - binocular optical instrument.

2. Use the permutation components:

service battery ammunition - ammunition supply service department batteries.

3. When combinations aid of the "preposition + noun + suschestvitel-

Noah »: blackout road march - march along the roads with darkened headlamps.

4. By using the participle and verbal participle of revolutions:

air-transported field artillery battalion - battalion of field artillery, air Throw able.

5. Use descriptive translation:

Tank heavy task force - tactical group with predominance of tanks.

The final selection of a translation method multi component terms depends in each case on the lexical content attribute multi component Group and on traffic load in all contexts.

Therefore it is necessary to conduct a thorough semantic and syntactic analysis of the scheme in the translation of multi component terms below.

1. Turn the key word, which usually is the last word terminological series.

2. Analyze the semantic connections within the entire series between the components and identify meaningful groups. The analysis is conducted from the first word from left to right. If there is a hyphen between the components, it indicates the presence of these components semantic connection.

3. Establish links between the selected semantic groups and carry out the transfer of all the terminology of a number, starting with the keyword sequentially from right to left.

4. Conduct a stylistic analysis and edit the translation.

The key to successfully overcome the majority of problems in translation is a thoughtful analysis of the term that caused the trouble in the event of the need to use word-forming, component, contextual analysis and a skilful combination. We should not forget about the study of literature in the specialty, regional geographic nature of the materials in order to better master the terminology of both foreign and native language. Application specific information sources are an aid to test the hypothesis constructed in term analy-

sis and rethinking. In this case, even in the absence of an exact equivalent based on available data can choose the appropriate translation of the term or give descriptive transfer [3, 102].

On the basis of all this we can draw the following conclusions.

Widespread and frequent use of the terms is a feature of the special literature (military, scientific-technical, post). However, the special (military, scientific-technical, post) terminology is extremely heterogeneous. Along with the unequivocal terms that have precise and clear semantic boundaries, and there are many-valued. Along with simple (one-component), there are complex terms and phrases-term (multi-terms). Therefore, even a single component of the terms ambiguity complicates their correct understanding and translation, which is entirely dependent on the adequacy of the context and situation. To ensure high-quality translation (appropriate translation of the terms is one of its components), the translator needs information about what is term information about the differences between the terms of the general scientific words, education terms morphological structure and lexical and semantic varying terms. Information about the linguistic problems of terminology, basic approaches to the problem of the essence

of the term and terminology systems make it possible to identify terms in the translated texts and identify the signs of these terms. Knowledge of the classification of terms and sources of their origin helps in the search for their meanings in dictionaries and other literature.

The process of interpretation contaminated title is a series of procedures that take into account both information and information derived from the text and background knowledge. Interpretation of the title is a triadic process consisting of the following steps:

1) The process of perception nominative (the word), (phrases) or predicative (supply) units and hypothesizing about their meaning;

2) Reference to the text message in order to confirm or refute the initial hypothesis;

3) Header interpretation and verification of hypothesis based on the information received.

Note that the second step may be present in branched form sufficiently formed by a linear sequence of procedures such as analysis of constituents, the semantics of words; analysis of the structural and stylistic characteristics of the text message; attraction background knowledge in the form of cultural and historical characteristics of the age in which you are creating text-

message, and, if possible, information about the identity of the author. The above steps can will introduce the following scheme:

Here are some examples:

Mess O'Potamian Art

The war turned the Baghdad museum into a tomb of antiquities. It's finally time to pick up the pieces. In the renovated Assyrian gallery of Baghdad's Iraq Museum, archeologist Amira Edan al-Dahab was doing what she likes best: explaining the priceless treasures in her care. Stately 3,000-year-old statues of royalty - a couple lost their heads during the museum's looting in the aftermath of the US invasion - have been restored and are presiding over the vast space. Ancient stone reliefs line the walls, with intricate carving depicting the rituals of early civilization [Newsweek, February 11th, 2008].

The first presentation of contaminated title "Mess O'Potamian Art" conscious recipient occur simultaneously two images, the appearance of which is due to the presence of two words, and hence two different meanings in English "Mess O'Potamian", which is a result of contraction of the noun "mess" (disorder, confusion, chaos) and homonymic adjective "Mesopotamian", which means "pertaining to Mesopotamia." After reading the article, the

recipient knows that the title contamination due to the fact that the text of damage reported as a result of military operations in Baghdad Archaeological Museum and in particular the hall, is a collection of Assyrian sculptures and bas-reliefs.

Yahooligans at the Window

Microsoft's \$ 45 billion bid for yahoo is a 'Hail Mary' to beat Google in search. As a veteran of the technology world, yahoo 'S chairman, Jerry young, certainly knows how relentless the software giant Microsoft can be. If he had by some chance forgotten it, the phone call he received last Thursday night would have been a handy memory jogger. On the other of the line was Microsoft CEO Steve Ballmer, who had, during late 2006 and early 2007, vigorously pitched the concept of joining forces, the better to take on the whirlwind search and advertising success of archival Google. Last February, yang wrote Ballmer that "now is not the right time to enter into discussing regarding an acquisition transaction". A year later Ballmer was back, telling yang that Microsoft had unilaterally concluded the time was right. Like it or not,

Perceiving contaminated title "yahooligans at the Window", the reader might guess that the word "yahooligans" dates back to "yahoo" (the name

of the Internet search engine) and "hooligans". Analyzed article is devoted to the issue of possible prospective merger of "Microsoft" company and "yahoo". Despite the fact that the chairman of the latter, John. Young, is not inclined to accept the offer "Microsoft" to avoid the possibility of loss of economic independence, analysts are confident that this transaction will increase the competitiveness of the "yahoo", occupying, as it is known, second only to another search engine "Google". The presence of the title words with a strong negative connotation - "hooligans" - indicates that this transaction, there may be some kind of trick. And indeed,

How to E-praise your property

Until recently, figuring out your home's value was not something you could do from home. you had to scan the microfiche or even thumb through dusty tomes at the local library or tax assessor's office. If that did not work, you had to hire an appraiser to make an estimate or, worse, call in a real estate agent to get a competitive market analysis - which also meant you would have to endure a sales pitch. The Internet gives you new options. Plenty of Web based services comb public data to help you figure out how much your home is worth. What's more, many sites are free. But depending on where

you live and the kind of home you have, they can be on target - or way off base. Some homeowners will ultimately need an agent or appraiser [Business Week, June 14th, 2004].

There Recognition of contaminant in the composition titles contributes graphical selection - tint dash and the capitalization of the first letter of the English verb "to E-praise". The hypothesis put forward by the recipient on the structure and semantics of the contaminant, as follows: "to E-praise" means "to evaluate something using services provided by the Internet. In this case it is a private property assessment, as is clear from all the titles. Indeed, the article says that in the old days to assess the value of their own homes required multi-volume study guides or a visit to the appraiser's office. At present, the situation changes dramatically, as there are free Internet sites that provide housing assessment services. The only problem may be that,

As a result, a number of experiments, it was found that the speaker in question implements the principle of "syntagmatic economy", using one-word, two-word rarely stamps proposals [V. Yngve 1960; YES. Miller, 1964]. Therefore, the scope of modern stationary proposals typically low: it often corresponds to a minimum vol-

ume of human short-term memory (7 + / 2 words). This facilitates their storage, playback and perception. As for listening, it tends to expend the least effort on the perception and understanding of the information and therefore interested in the "deployment" (decoding) Short replica of the speaker [N.V. Cheremisina, 1982].

It should be noted that in the process of communicating the person perceives the text much more information than it is clearly expressed in the text. According to E.D. Polivanov, the more we know about the speech of interlocutors subject, the less voluminous be the message itself [E.D. Polivanov 1968]. So beneficial to the presence of background knowledge, which have a direct bearing on the pragmatic aspects of linguistics and closely linked with the problem of presuppositions. Based on this, we will accordingly build the same message, depending on whether we give it to the baby, other official or a stranger. Contaminated title created as a result of compression, drawn to a generalized, prototypical reader background knowledge which are extensive enough to adequately interpret it.

It is necessary to distinguish between compression and saving. The first appears as a result of a conscious realization of the expressive function of searching a voice message, in which

a lexical unit turns per unit content, pointing to a few (at least two) of the referent of objective reality. In other words, the word contaminated by the action of the compression mechanism becomes a kind of concentrate expression deployed.

Savings language means is, for the most part, unconscious process (or unconscious); In addition, it is a vivid manifestation of the protective functions of the human body, as evidenced by many studies of a psychological nature, related to the definition of space limitations of human memory. It is proved that there is a "magic number 7 + / 2" DA open American scientist Miller, which defines the upper and lower limits of short-term memory capacity in the process of generation of words and sentences in speech. Studies were carried out on all language levels; as a result of DA Miller proved the correctness of the hypothesis with reference

to the grammatical structure of the utterance; his compatriot found that the syntax of the English language has a number of funds, allowing to automatically keep the statement within a defined volume of short-term memory. In our country, V.A. Moscovici pointed to the material in different languages, that the maximum number of morphemes in natural language, the word does not exceed seven [V.A. Moscovici, 1967].

Determining the compression factor in newspaper and journalistic style speech should mention the desire to attract the attention of potential readers and much information in a single word, or words, LLC. For the same purpose and functional load increases headlines registered significant structural and semantic compactness, which is achieved by the action of contraction mechanism?

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Problems of the identification mark and with topical problems of modern linguistics

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Abstract

The process of identifying the value of verbal mark formed in ontogeny as flexible invariant identification system selection strategies. This process goes through several stages, bearing in itself both verbal and non-verbal analysis of information occurring. Identification of a new word occurs by including it in through establishing linkages between this word and other internal units of the lexicon of the individual. The identification process takes place at all levels. If we are dealing with the process of speaking, the first a speaker identification by playing heard in the brain and applying phonetic tracing paper on human efferent acoustic sensations existing in auditory memory. Thus there is an imposing afferent acoustic perception in the efferent acoustic representation of the individual, resulting from his experience. Such, in outline, the auditory identification process.

Keywords: Identification, sign, denotation, verbal, non-verbal.

Citing as examples of statements such as: "The Union may be subject to a proposal, for example: And - a union," Anna Wierzbicka offers called "inclusions" ("and") that violate the correctness of statements, citations. In this regard, it is given a large area so called "semantic equations" or "permissible formulas (semantically invariant) Transformations", which imply not simply the possibility of mutual substitution expressed by expressions.

As a result, A. Wierzbicka puts forward the following: "If in some positions of some expression A cannot (by semantic rather than stylistic reasons) be replaced by synonymous with it (having identical translated into a meta-language) expression in, you should suspect that A is hidden quote.

Expressions group of words under the "hidden quote", according to A. Wierzbicka act as predicates t. K. Do not function as subjects (argument). So, for example as a predicate may make expressions like "a good skier," true artist "and the like. At the same time A. Wierzbicka stops at the so-called potential of descriptions such as "the killer of John Smith", "discoverer of America" and the like [7-262]. In these cases,

the law of singularity, leading to the identification of narrowing.

As "the phenomenon of identifying power" considers A. Wierzbicka and such means of identification characters (entities) as the "attribution" each of them "own" the predicate [2, 237-262]. But in this case is of great importance emotive content expressive side sense and, ultimately, the relationship between denoted person (subject) and the speaker, t. E. Substantially the expression (descriptions) subjected, estimated, therefore, non-referential.

Referring to grammatical categories and the parts of speech in particular, A. Wierzbicka stops on the identification nouns and adjectives, noting that the identification process takes place at a noun - referent, and "real semantic difference between nouns and adjectives does not lie in the range or type referents, but in the type of semantic structure "[3, 307]. In this case, you can also talk about the opposition of the reference and attribution.

Non-referential features of Wierzbicka and analyzed on the example of applications that are regarded as "explicit pragmatic operators", facing away from the identification of indicators: "That which can be used as

descriptions, can not act as a reference and vice versa. Expressive components are introduced into the circulation, and identifying - in subjects "[2, 237-262]. Indeed, if it can be said in particular: "Hey, fat boy" or "Man, born in Dover July 1, 1945," that this statement will have a strong comic effect, which, in fact, is often used not only in speech.

The process of identifying the value of verbal mark formed in ontogeny as flexible invariant identification system selection strategies. This process goes through several stages, bearing in itself both verbal and non-verbal analysis of information occurring. Identification of a new word occurs by including it in through establishing linkages between this word and other internal units of the lexicon of the individual. The identification process takes place at all levels. If we are dealing with the process of speaking, the first a speaker identification by playing heard in the brain and applying phonetic tracing paper on human efferent acoustic sensations existing in auditory memory. Thus there is an imposing afferent acoustic perception in the efferent acoustic representation of the individual, resulting from his experience. Such, in outline, the auditory identification process.

When reading, the perception of the information organ of perception already happening afferent visual in-

formation and applying it to the information available to the person until a process of understanding or rejection of what he saw. Since visual identification process takes place.

When auditory and visual identification is crucial specific context. Thanks to him, the recipient can successfully avoid any articulation or visible errors that arise in the identification of different reasons. The most successful identification occurs high-frequency words, elementary syntactic structures exhibiting a good ability to decode. Successful decoding process is directly related to the identification process and occurs at the phonetic, lexical, and syntactic levels.

When the phonetic decoding information important one major detail: the recipient (recipient) must know the language in which the communication is based, otherwise it will be impossible to determine which sound act as phonemes. Sami phonemes are impossible without function. Therefore, following the phonetic, more precisely at the same time with him, talking lexical decoding information, correlation with reality and then mastering the syntactic structure by identifying with existing conceptual knowledge of the individual. Upon successful reception of information as a result of its decoding and identifying the recipient automati-

cally respond (comment, response, non-verbal response, including the Silence, containing primarily perceived assessment). Recipient reaction may be different, depending on the results of identification, decoding and interpretation recipient occurs positive or negative reaction to the received information. Any statement, any guide information is intended to influence the recipient to cause a reaction, to achieve a certain perlokutsii.

SI Togoeva [10] puts forward several kinds of identification strategies in recognition of new words (neologisms). They are represented by motivating, derivational, categorical (inside which the differentiated identification models according to different levels of generalizations: super ordinate, base, subordinate), direct definition, to establish the similarity complex, illustration example, failure strategy.

Other researchers propose identifying strategies using adjectives [8] verbs. [7] These strategies are based on the formal motivational elements (identification of motivating words, incentive framework, the identification of formative stimulus model, the similarity complex); based on a situation where as a semantic supports are the elements of the situation (for example, this applies to a pragmatic understanding, coordinated member categories

reaction, attributing his characteristic potential carriers, definition, specification via stimulus synonym). On verbs material T.G. Rodionova defined basic strategy of identifying them with the characteristic action through the outlet on the particular situation.

The basis of the identification of strategies adopted by the main mechanism of speech perception: holistic and piecemeal, or a combination of them in establishing links with other units of the lexicon in several ways. When analyzing the perception of new words S.I.Togoeva brought the thesis of the simultaneous perception of new words like integrity and as a combinatorial unit [10].

In this regard, it is useful to recall the psycho semantics G. Guillaume, on participation (allocation) and generalization (generalization) - stages of the passage of words in the spirit comparatives. According to G. Guillaume: - "This, when it starts, even when still preparing, uses language that exists in the thinking in the form of already built" [5,53]. Participation and generalization - basic, basic operations that the Supervisory-are unconsciously G. Guillaume calls the general idea, the usual (ordinary) thought. Going through several phases: Target aspiration, the creative language and speech, and the double movement of thought

(from the particular to the general and back). In this case, scientists believe, it is the essence of generalization and participation. As a result of these phenomena in the Indo-European languages as a potential linguistic unit acts as a word and as a sales speech unit - offer. Considering the system as a word, Guillaume suggested employing methodology positional linguistics as construction deployment mechanism word. His method is to intercept a thinking activity using vector-sections, cross dissecting horizontal lines - and universalization thus crushed phase of forming words in activity. The basic idea of G. Guillaume, laid the foundation of his teaching is the clear separation of the physical and mental, which was one of the first steps in the direction of the functional method of language learning. G. Guillaume repeatedly in his writings complained that: - "In the language for which the value is a necessary feature, struggling so try to limit the consideration of the physical aspect, insignificant, if he does not hide mentalist, generating value" [5, 72] . which was one of the first steps in the direction of the functional method of language learning. G. Guillaume repeatedly in his writings complained that: - "In the language for which the value is a necessary feature, struggling so try to lim-

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Essentially, G. Guillaume interested in the etymology of meaning, values, to this end, he developed his theory of linearization. Communication and the difference between the material and the mental, superficial and deep structure of the words, the plane of expression and contents of the plan, worried scientists for a long time.

The identification sign and denotation has its origins in the work of the past linguistics when the most that could make scientists, is to divide the expression plan and content plan, to oppose speech language, select the object semantics of linguists study. Now the problem of identification examined for sensory, verbal and visual, auditory levels. This is due to the fact that people born of communication, standing apart from the time and becoming the subject of high-powered scientific

research, language has lost its key feature

- Communicative, but he returned to communicate, he thereby allowed to learn human activity, speech acts and discourse, the underlying.

In essence, badge identification and denotation occurs on verbal and non-verbal levels simultaneously. Exchange itself is essentially the information can not be purely verbal, as in the communication the inherent value of the human factor, which means that there ethno psychological, social aspects that are not directly related to the verbal analysis of speech acts.

Thus, in the display of the cognitive image of a situation of communication with the internal organization of discourse (speech) play a significant role both verbal and non-verbal means.

Verbal means of communication are actively involved in the mapping frame as a reference situation (semantic aspect of priority), and the script of communication (priority pragmatic aspect), while non-verbal means, as a rule, manifest in spontaneous speech.

So, in today's communication environment, the natural language is still not the only means of communication. In cooperation with the signs of a different nature verbal signs are successfully implementing their communication functions.

The identification process is not only verbal, but also on non-verbal (extra-linguistic, paralinguistic) level. In order to achieve mutual understanding between communicants here, as is the case with the theoretical possibility of a purely verbal communication, communicants should have a common set of presuppositions (certain facts, objects, total fund of knowledge). All nonverbal communication; classic, , factional and others, should be clearly linked to a specific situation of use and correlation with cognitive essence, due to a certain intention of communicants. Only in this case will act identifying the model used and verbal communication.

S.I. Togoëva emphasizes subjectivity and values enclosed in a particular sound or letter form, value, reflecting "the prevailing cultural values and specific to a given culture methods of social interaction" [10, 128]. However, the foregoing is by no means unconditional support for the linguistic relativity theory Sepira Uorfa. Of course, the way people think, is determined by the categories available in their native language, but cannot agree that the differences between the languages themselves entail differences in the way they think media. Thus, one cannot say that thinking is not entirely dependent on the language, as well as

the reverse. In this connection, Anna Wierzbicka offers carefully selected words, taking into account their linguistic and conceptual realities of the translation of certain words (values) from one language to another. In his early works, the researchers propose to use the so-called semantic primitives [4] universal language and semantic concepts. she later comes to the need for the so-called "mini-language" elementary (basic) language, "which we can then use as a meta-language to talk about languages and cultures, as it were from the outside" [3, 307]. For this purpose, Anna Wierzbicka lexical universal stand (identified by the deep analysis), universal syntax values, "optional valence" [3, 307]. universal language and semantic concepts. she later comes to the need for the so-called "mini-language" elementary (basic) language, "which we can then use as a meta-language to talk about languages and cultures, as it were from the outside" [3, 307]. For this purpose, Anna Wierzbicka lexical universal stand (identified by the deep analysis), universal syntax values, "optional valence" [3, 307]. universal language and semantic concepts. she later comes to the need for the so-called "mini-language" elementary (basic) language, "which we can then use as a meta-language to talk about languages

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It is in communication, there are constant changes in what is meant by the communicants which introduces all the new interpretation of the meaning is perceived, as well as their own. And since when teaching language used primarily model of communicative acts, an integral part of teaching any foreign language is not so much as approach that takes into account primarily the pragmatics of language.

It is known that language values are basically pragmatic, to. Are associated with man and speech situation, so the use of the so-called base, or "mini-language" of Wierzbicka, can be made, based primarily on the common spoken language, which is both the product of an oral or written "folk art" in the least characteristic of someone's authorship. But in this case there are certain difficulties, related primarily to the different representation of the carriers of one language in grammar, syntax connectivity (for example, the phenomenon anacoluthon), denotative fullness, functional and a truth equivalence of sentences and utterances - in short, everything that is connected

with idiolects various social groups of people - carriers of the same language.

Some of these values can be attributed not only to predicate nominative or groups, but also the so-called "taxonomic categories of relations between people" [1, 411-412], is meant by an abstract notion, expressed by the words "love" type, "friendship", "loyalty", "the family." In this case, the process of identification sign and denotation is related primarily to cause a variety of reference of all the difference in the understanding of the interpersonal relationships among different peoples, nations and ethnic groups. If you do not take into account the nuances of emerging in a different perception of phenomena, processes, and so on. E. Layering on each other, they can contribute to the distortion of the overall meaning of the utterance (text, discourse), that inevitably will lead to a communication failure. For example, in the Russian translation of the words «mate», «friend» and thus, "Friendship" or «comradeship» may be an inadequate understanding of the statements, because these words can not only be translated as "friend" or "friendship". In Australia, the word "mate" is primarily to "people like me", thus implied a close connection between calling themselves the word, refer to themselves as "mates". We can

say: «Just a friend», but to use the statement: «Just a mate» it would be incorrect. Perhaps only when close contact with carriers of the Russian language can be found, for example, what a difference there is between the treatment "comrade" and the same word used in relation to each other, and what assessment and emotional burden bears the word. There is also a differentiation in discourse taking into account gender, age and social characteristics. For example, in the Japanese language by age:

Thus, the concept of adequacy directly linked with the problem of identification mark and dentate exists regardless of the language, but is determined by data of a society, ethnic and cultural and historical artifacts.

Fortunately, humanity, despite the difference in the development of their civilizations, thinks the same categories of understanding the world, hence the source of possible interpenetration of different cultures, languages and divergence to convergence.

In teaching Russian as a foreign language cannot do without taking into account the mentality of speakers of other languages. Some semantic, syntactic structure or meaning of individual words can be confusing for the users due to the lack of these categories in their ethnic worldview and out-

look. Therefore, the desired identification mark and denotation in studying the Russian language is not going to happen as not to happen adequate perception, which ultimately will lead to communication failure. The use of certain concepts adopted for members of one ethnic group may not be appropriate for other cultures. This can be illustrated in the well-known fact in the absence of opposition in English pronouns "you" and "you", resulting, for example, to the inability to adequately transfer the meaning of the poem, AS

Additionally, there is a sufficient number of symbols, characters, equally represented in the form (written or spoken language, and varying severity ideography t. D.) In different people, having, however, different references. The simplest example is the totem of carrying a number of positive qualities (associations) of one ethnic group and not representing the totemic features for other people. So, bear-father to the eastern Slavs, does not bear any meaning for African and Western Slavs progenitor considered a wolf, for the Chukchi people - kit for Indian cow -. Sacred animal, etc. For example, Muslims consider the pig "untouchable" animals, whose mere presence offends the human flesh of this animal is prohibited for human consumption. A

Christians (Italian, German, eastern Slavic et al.

Thus, in the process of learning Russian as a foreign language has a place not only to cross-language, cross-cultural identification but also because language and culture are interrelated. Linguo-ethnic barrier arises at the communication may be composed of different factors: discrepancy systems (structures) languages (studied and native) language and speech discrepancy standards. Discrepancies in the presuppositions (macro or micro) carriers of a language associated with the very existence dentate referent.

The name of the representatives of the exotic flora and fauna, some realities, events, etc. formed throughout the history of a particular ethnic group since its inception. Other people's realities of data may not be clear because of the impossibility of identification sign and denotation. That simple African word meaning "snow"? Probably the same thing for the Russian "guava", that is, identification uncertainty lacuna of uncertainty (or zero) reference.

In connection with the increase in cross-cultural and cross-language communication "white" spots due to conceptual semantics of meta-language is becoming less. For the identification of a particular mark and denotation great assistance can have interactive

models, for which, unlike the semantic interpretation, the idea of a parallel characteristic of signal processing at all levels, but not when receiving a phonetic and syntactic representation.

Thus, the interpretation of each word occurs with a native speaker in-dissoluble interaction of cognitive, perceptual, emotional functioning of components of the image word in the individual consciousness. Therefore, when communication is constantly changing it is assumed that communicants bring to each new moment of speech, speaking as the interpretant as the perceived and its own information, forming a complex mechanism of formation of the language rules through the mutual influence on each other USUS, socialist, idiolect speakers of a language, since language rules often reflect the frequency of use of the form, sign, structure, and so on. e. a particular language in communication.

In recent years, in the linguistic literature sufficiently detailed coverage received category selection, understood as opposed to isolated and background information.

However, the study selection is at the initial stage. In particular, it remains a controversial issue of the allocation of the category to the category of communicative focus [3]. A number of authors, e.g. T.M.Nikolaeva, consid-

ering focal saliency selection as an example, due to semantic relations between components communicative utterance structure, and do not relate to the selection of the focal element implementation cases selected category [2]. We take the view T.M.Nikolaevoy to focus both on the category, significant substantive aspects which are not included in the semantics of the allocation, and therefore not a particular manifestation of the category selection. Focus function is the formation of a speech act, message information of the source statements at [1]. However, we assume, that the selected category is included in the informative focal plan and reveals varying degrees of opposition of the focus the rest of the propositions and the other elements of the current text fragment. Appeal to the category selection, one of the functions which, according to our assumption, is marking thematically important information, it is necessary to obtain an adequate understanding of the interaction of focus offers a meaningful structure of the text. Thematic importance of the element expressed in the presence of semantic and relations with the elements to develop the basic thematic line of text. Depleted proposal is a means of implementing the category selection.

We give the definition of which is split proposal. Depleted proposal - a complex sentence in which the proposition expressed by the chief and subordinate sentences. In English, the prototypical shaded proposal has the form: it + be + X + subordinate sentence. Component X (Cleft element) together with the subordinate sentence (Cleft-Clausen) express the same meaning as the corresponding simple sentence [2].

The object of this work is the identification of the interaction between proposals focus-split type and structure of the text content.

Which does not mean women chiefs are not tough when they need to be. acting San

Francisco Police Chief Heather has an advanced degree in social work, but it was her reputation as a stern disciplinarian that got her the job. She was brought in to clean house after the last police chief resigned in scandal. "There will always be people who say, 'She can not do it because she's not physically as strong'," says Fong. "But when there's [a] tough decision to be made, I can make it." That's the kind of strength a modern police force needs. (1

Traditionally shaded proposal was seen as a means component is placed

in the position of Cleft element. Generally understood as such transformation syntax, which leads to labeling as a focus element, which is in the corresponding canonical sentence topic. In the example (1) in the shaded sentence carried element «her reputation ...». However, the proposal does not shaded only changes communicative function Cleft element, but it performs additional allocation. The high level of saliency focal element leads to the fact that it is dedicated not only to the rest of the sentence, but also in relation to the elements of the context environment. The special role not only at the level of proposals but also on the level of the text is a feature which is split focus of this type of offer. The focus is "her reputation ..." leads to the fact that the semantic relation of this element with the following text is placed at the center of attention of the reader. In the following text, the theme of women's ability to tough measures is being further developed, indicating focal element "her reputation as a stern disciplinarian". Thus, the selection of focus which is split proposal allows for a transition to a new topic. Depleted sentences in which Cleft element has a high level of saliency, usually function as markers in the text of a fragment is complete. That the semantic relation of this element with the following text is

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saliency, usually function as markers in the text of a fragment is complete.

Consider the example of functioning in the discourse which is split offers a focal Cleft-Clausen, which is characterized by a low level of the selection. It should be noted that in the current literature is a recognized fact that the Cleft-element may function as a topic, and component Cleft-clauses as a focus [4] and [5].

Born in Warsaw, my mother was 25 when the Nazi attack upon Poland catapulted the world into war. She and her parents were herded into the Warsaw Ghetto. At the beginning of the war my mother had married, and it was her husband who helped her escape from the ghetto in March 1943. He was caught and killed shortly afterward. (2)

Despite the fact that the element «her husband» is characterized by a high level of salience in relation to the elements of the contextual environment than Cleft-the clause, we qualify this item as a topic, because it is associated with the element preceding sentence «had married». We assume that the selected elements can not be considered as a focus marker. The sequence of the components shaded in the same sentence as in the corresponding canonical sentence «Her husband helped her to escape from the

ghetto in March 1943". A sufficiently low level of saliency elements of this type which is split suggestions An opportunity, due to the fact that the use of which is split supply structure in this case does not lead to such significant changes in the role of elements of the communicative and semantic struc-

ture, what leads to the use of topically-split sentences with Cleft-Clausen. The low level of salience focus Cleft-clauses in relation to the elements of the contextual environment makes low level of its. Proposition focal Cleft-clauses is not thematically important in the following text.

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Language Variation and Invariants of Simple Sentence

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Abstract

Since the publication of Noam Chomsky's field founding Syntactic Structures in 1957, generative grammarians have been formulating and studying the grammars of particular languages to extract from them what is general across languages. The idea is that properties which all languages have will give us some insight into the nature of mind. A widely acknowledged problem to which this work has led is how to reconcile the goal of generalization with language specific phenomena and the cross language variation they induce. Good science requires that cross linguistically valid generalizations are based on accurate, precise and thorough descriptions of particular languages. But such work on any given language increasingly leads us to describe language specific phenomena: irregular verbs, exceptions to paradigms, lexically conditioned rules, etc. So this work and cross language generalization seem to pull in opposite directions. Here we propose an approach in which these two forces are reconciled. Our solution, presented in greater depth in Bare Grammar (Keenan and Stabler, 2003), is built on the notion of linguistic invariant. On our approach different languages do have non-trivially different grammars: their grammatical categories are defined internal to the lan-

guage and may fail to be comparable to ones used for other languages. Their rules, ways of building complex expressions from simpler ones, may also fail to be isomorphic across languages. So languages differ. Nonetheless certain properties and relations may be invariant in all natural language grammars, as we will see below. And it is to these linguistic invariants that we should look for properties of mind. Our approach contrasts with that of the most widely adopted linguistic theories, where the dominant idea is that there is only one grammar, the grammars of particular languages being, somehow, special cases. This has led to a mode of description in which grammars of particular languages are given in a notationally uniform way: the grammatical categories of all languages are drawn from a fixed universal set, as are the rules characterizing complex expressions in terms of their components.

Keywords: complex expressions, the grammatical categories, the empirical consequences, the alternative notional model

Introduction

In linguistics, one sometimes encounters the claim that one theory is a 'notational variant' of another. Such claims are often used to criticize one theory as not differing empirically from some older, more familiar one. One of the earliest uses of the term is in Chomsky's discussion of Katz and Postal's theory of generative semantics (originally published in 1970, circulated as a pamphlet in 1968; cf. Moulton and Robinson, 1981, 229, fn. 9). Chomsky writes:

Given alternative formulations of a theory of grammar, one must first seek to determine how they differ in their empirical consequences, and then try to find ways to compare them in the

area of difference. It is easy to be misled into assuming that differently formulated theories actually do differ in empirical consequences, when in fact they are intertranslatable – in a sense, mere notational variants (Chomsky, 1972, 69, emphasis added; cf. also Fromkin, 2000, 705, Moulton and Robinson, 1981, 229–232).

More recently, a notational variant was characterized as:

A notational model (for example, a model of a theory of grammar) that represents the same set of abstract properties as an alternative notational model, but in a superficially different way, and which makes the same empirical predictions as the alternative model. (The relation of notational vari-

ance is symmetrical – that is, if X is a notational variant of Y, than Y is a notational variant of X.) (Fromkin, 2000, 705).

The idea here is simple. Two theories may *prima facie* appear drastically different, and yet be indiscernable in terms of their empirical predictions, etc. Researchers usually don't intend to simply recast old theories in new ways; the idea is rather to find some characterization that better captures (explains, describes, predicts, etc.) the phenomena under study than the rival theories. But could notational variants ever serve some purpose; could they be important? The short answer is yes.

A word on the notion of a 'notational variant'. As the term is used here, two theories (formal grammars, etc.) are notational variants iff they are empirically equivalent, in the sense that, borrowing from Chomsky's quote above, 'they do not differ in their empirical consequences'. In this sense, to be empirically equivalent, two theories must be equivalent in terms of all their empirical consequences, not just the obvious or intended ones. In particular, there is no suggestion that determining a theory's empirical consequences is a simple matter – a fact that looms large in this essay. More generally, whether two theories are notational variants is not an epistemic no-

tion at all. Although nobody owns the rights to this term, my characterization fits quite well with its ordinary usage. After all, the charge that one theory may be a notational variant of another typically doesn't imply that their equivalence is obvious in any sense – if it were, then surely no bright linguist(s) would waste time developing such counterparts to currently existing theories. Similarly, it wouldn't be 'easy to be misled' (cf. Chomsky above) into thinking two notational variants are substantively different. More importantly, the 'obviousness' of two theories' equivalence may differ across researchers, but grammar A shouldn't be a notational variant of grammar B for you, but not for me.

This essay argues that the notational variants of a theory constitute an important part of linguistic theorizing, and urges that they should be a more central component of linguistic research.

Aim. Most of the grammars written in the 19th and 20th centuries reflected the traditional attitude that stems from the 18th century grammarians. They were rather rigid and dogmatic, tended to reject actual usage, and were quite frequently under the influence of Latin grammars. We find a different attitude in H. Sweet's *New English Grammar, Logical and Historical* (vol.

I 1892, vol. II 1898). Sweet had the attitude of an explorer rather than that of a legislator. He wrote "In considering the use of grammar as a corrective of what are called ungrammatical expressions, it must be borne in mind that the rules of grammar have no value except as statements of facts: whatever is in general use in a language is for that very reason grammatically correct". Apart from Sweet's works, the most elaborate presentations of English grammar have been made by some grammarians in the Netherlands and Scandinavia: E. Kruisinga, *A Handbook of Present - Day English* (1911), H. Poutsma, *A Grammar of Late Modern English* (1926), O. Jespersen, *A Modern English Grammar on Historical Principles* (7 vols: 1909-1949). These grammars are fully documented, considerable attention is paid to the history of the language and meaning is the main basis of treatment of syntax.

The past decades have witnessed - to a certain extent in Britain and to a larger extent in the United States - an increasingly changed attitude, viz. the rejection of old conventions based on "reason", the observance of actual usage, as well as modern and the progressive methods of study. Since the nineteen thirties there have been several approaches which have differed

significantly from that of traditional grammars.

One of the first of these was the structural grammar, associated chiefly with the name of the American linguist, L. Bloomfield (*Language*, 1933). As its name suggests, the main thesis of this school was that language has a structure. This structure can and must be discovered by a set of rigorously defined procedures ("discovery procedures"). One of the procedures most emphasized was substitution in a frame, to find out what particular class a word belongs to. For instance, in a sentence The birds are singing we substitute other words such as children, people, crickets for birds. The words which remain unchanged The - are singing provide the frame in which the substitution takes place. The words which can be substituted for birds are members of the same class. The most extensive use for this procedure may be found in Ch. Fries *The Structure of English* (1952). The chief characteristic of this approach was a rigid exclusion of considerations of meaning. The structural method considers the traditional type of sentence analysis unscientific because it starts from the total meaning of the sentence and bases the whole analysis on this meaning: it therefore labels instead of analysing. Fries points out that the meaning of a

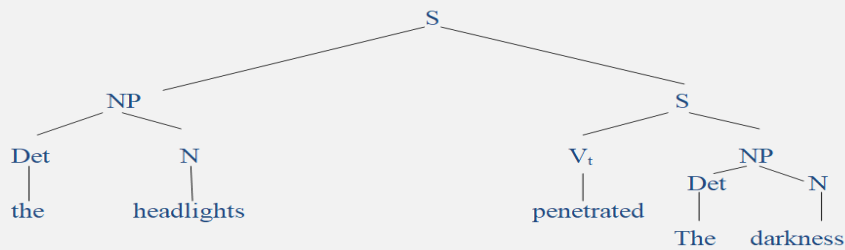
sentence is not just the sum of the meaning of all the words. It is a combination of the lexical meanings plus the structural meanings, i.e. the relationships of the words to each other.

The most influential of all modern linguistic theories is transformational – generative grammar, TG for shorts. This theory was first made public through *Syntactic Structures* (1957) by N. Chomsky. He has pointed out that a grammar must satisfy various requirements: it must be based upon accurate observation of actual language and also satisfy the native speaker's intuition about language. It must, for example, be able to account for his intuitions that:

- some sentences are related to each

ent constituent organizations, correlated with different meanings. For instance, the sentence *The chicken is ready to eat* has two readings depending on the function of the word *chicken*: subject or direct object (to eat = to be eaten).

- some pairs of sentences, though alike on the surface, are different at a deeper level. The sentences *The man was eager to please* and *The man was easy to please* show the same arrangement of constituents in their surface structure but they are understood in different ways because there hold different functional relations between these constituents in the two sentences. In the first sentence the man is understood as subject of the verb to please,



Such an analysis becomes generative when it is expressed in the form of

rules:

1. $N \longrightarrow NP + VP$
2. $VP \longrightarrow V_t + NP$
3. $NP \longrightarrow Det + N$
4. $V_t \longrightarrow \text{penetrate}$
5. $Det \longrightarrow \text{the}$
6. $N \longrightarrow \text{darkness, headlights}$

other (e.g. active-passive)

- some sentences are grammatically ambiguous: cases of syntactic ambiguity show that one and the same string of words may represent entirely differ-

ent constituent organizations, correlated with different meanings. For instance, the sentence *The chicken is ready to eat* has two readings depending on the function of the word *chicken*: subject or direct object (to eat = to be eaten).

Chomsky offered the view that grammar is a set of rules for forming sentences. A sentence (S) such as *The*

headlights penetrated the darkness consists of a noun phrase (NP) followed by a verb phrase (VP). In turn, the VP consists of a transitive verb (Vt) and an NP; the last NP consists of a Det and a N. This information can be represented in a tree diagram:

Rules such as those which allow for a single symbol at a time to be rewritten or replaced by another symbol are known as phrase structure rules. By applying these rules it would be possible to produce, to “generate” the sentence that we wanted.

The question of generation concerns the contrast between competence and performance: the TG grammarians are interested not in the actual utterance of the speaker (which are a matter only of “performance”) but in what is linguistically possible, in what the speaker can say (his “competence”).

The new grammar focused on two major problems: linguistic creativity and the learnability of grammars which leads to the conclusion that they are finite devices. Chomsky put forth the concept of ‘linguistic’ theory, in fact a universal grammar, having both descriptive and explanatory adequacy.

Starting from the fact that the faculty of language is an attribute possessed by everybody, the Universal Grammar contains the set of principles and ele-

ments of any acquired system of linguistic knowledge, beginning with the specification of the assumed levels of representation (Deep Structure and Surface Structure with its components – logical form and phonological form).

Syntax is that branch of linguistics which describes the relation between words and their correct arrangement in units of expression apt to reflect logical units and patterns. While morphology studies words and their changes in various situations and contexts, syntax describes the situations and contexts themselves, deriving the principles, rules and patterns which govern the arrangement of morphological elements as part of independent or connected sense units. Among the various disciplines and branches of linguistics, syntax plays the role of offering the structures of speech and writing which are most adequate for the communication of people’s thoughts. That is why many of the notions and terms employed in syntax are so closely connected with logic and philosophy.

The present series of lectures is focused on the description of units and the relation between them at the syntactic level of linguistic analysis. It is also focused on the correct arrangement by which the strings of units are constructed. The place held by func-

tion is central in this course of lectures, syntax consisting of the treatment of the main functions of sentence constituents: subject, predicate, objects, adverbials.

We have based our course on structural grammar but we have systematically tried to include as much of the traditional grammatical insight as possible. The terminology and the concept are broadly in accordance with those of R. Quirk et al., *A Grammar of Contemporary English* (1972). The type of English we are mainly concerned to describe is contemporary standard British English (BE). But discrepancies between American English (AE) and BE, as well as variations of style are noted where they are important.

Research methodology. My positive proposal is methodological: a measurement-theoretic perspective can and should be pursued in generative linguistics. This proposal is as important to linguistics as it is to many or most other areas of scientific inquiry, since it involves, inter alia, the careful separation of those aspects of the formal structure of a model that correspond to the empirical phenomenon in question, and those that do not. (In this sense, it's a bit surprising that measurement-theoretic considerations haven't already assumed a prominent role in theoretical linguistics, whose

stock in trade is exceedingly complex and subtle formal models of the faculty of human language.)

Structure of Linguistic Invariants

a. Ali coughed

b. Mamed sneezed

Different linguistic theories differ with regard to the structure they attribute to (a), and of course the notation they use to express that structure. But each of these theories would assign the same structure to (a) and (b). And it is this latter type of judgment - Under what conditions do X and Y have the same structure? - that forms the basis of the Bare Grammar (BG) approach.

Consider how we might argue pretheoretically that (a,b) have the same structure. We agree that replacing 'Ali' by 'Mamed' in (a) yielding Ali coughed does not change structure. And then replacing 'coughed' by 'sneezed' deriving thus (b) does not change structure. So the intuition is that expressions X and Y have the same structure if each can be derived from the other by a succession of structure preserving transformations.

Here is a more explicit statement, leading up to our definition of invariant. We think of a grammar as a way of defining (and semantically interpreting) a class of expressions. Specifically the syntax of a grammar G is primarily

a pair $(\text{Lex}G, \text{Rule}G)$, where, omitting subscripts, Lex is a (normally) finite set of expressions, called lexical items, and Rule is a set of functions, called generating or structure building functions. LG , the language generated by G , is the set of all expressions you can build starting with those in Lex and applying the structure building functions finitely many times.

Lexical items on our view do present some internal structure. Like the expressions in LG in general, they are partitioned into classes by grammatical categories. So we represent an expression, and in particular a lexical item, as an ordered pair (s, C) where s is a string over the vocabulary VG of G and C is an element of the set $\text{Cat}G$ of category symbols of G . For any expression $e = (s, C)$, $\text{Cat}(e) = \text{df } C$, its second coordinate.

E1. At the lowest level, the only expression that is invariant is (himself, P1/P2). The reason is that it has a unique distribution. It is the only lexical item that combines with P2s to form P1s but does not combine with P1s to form P0s.

E2. At the level of properties, we find several interesting invariants. First, the property of being a lexical item is invariant. That is, for all automorphisms h of Eng , $h(\text{LexEng}) = \text{LexEng}$. Indeed one might think that

the property of being a lexical item was invariant in all G , but this is not the case.

E3. For each category C of Eng , the property of being an expression of category C is invariant. That is, for all $h \in \text{AutEng}$, $h(\text{PH}(C)) = \text{PH}(C)$, where $\text{PH}(C) = \text{df } \{s \in \text{LG} \mid s = (t, C) \text{ for some string } t\}$. This also is not a universal invariant, as we see explicitly later.

E4. A more interesting invariant property in LEng is: the property of being an anaphor. Informally anaphors are expressions like himself, both himself and Bill, etc. which are obligatorily interpreted as referentially dependent in a certain way. (Below we provide a properly semantic, language independent, definition of ‘anaphor’.) We can show that the (infinite) set of expressions in LEng which have this property is fixed by all the automorphisms of Eng .

E5. At the level of relations and functions, the binary relation is a constituent of (CONEng) is invariant, but this is universally invariant in the sense that for all G , $\text{CON}G$ is invariant (as explained in the next section). Also invariant, but not universally so, is the three place relation s is a possible antecedent of an anaphor t in u . To illustrate the intuition behind this relation consider that in the expressions below himself may be understood as referen-

tially dependent as the underlined nominals in the expression, and if there is none it is ungrammatical (indicated by the asterisk):

a. John thought that the duke defended himself well

b. *John thought that Mary defended himself well

c. John protected Bill from himself

E6. And lastly, as an example of an invariant (partial) function on L_{Eng} consider $SUBJ_{Eng}$, which maps a P_0 to its subject if it has one: for any $s \in L_{Eng}$,

$Domain(SUBJ_{Eng}) = Range(Merge) \cap PH(P_0)$ $SUBJ_{Eng}(s) = t$ iff for some u of category P_1 , $s = Merge(t, u)$.

So $SUBJ_{Eng}(\text{both John and Bill praised Sam}, P_0) = (\text{both John and Bill}, P_{01}/P_{12})$. But (Either John laughed or Bill cried, P_0) is not mapped to anything by this function, since it is not in the range of Merge.

We referred above to invariants as universal if they are invariant in all G , no matter how implausible G might be considered as a grammar for a natural language. So these are invariants that follow from our definition of a grammar plus that of invariant. But linguistically our interest lies primarily in properties, relations, etc. which are empirically invariant – they hold for all motivated grammars of natural language but admit of formal counterex-

amples. We shall argue that is an anaphor and is a possible antecedent of are two such cases. But first, let us list some universal invariants, since they place boundary conditions on empirical invariants and they are very useful in showing that one or another property of a particular grammar G is invariant. In our statements we use 'structural' and 'structurally definable' as synonyms of 'invariant'. We have the following, for all grammars G :

U1. LG is invariant. That is, the property of being grammatical in G is structural.

U2. For any $F \in Rule_G$, F is invariant (trivially), as is its domain and range. So the property of being derived by any given $F \in Rule_G$ is structural.

One of the most vexed and longstanding issues in the foundations of linguistics concerns the 'psychological reality' of grammars. Probably the most famous challenge to linguistics along these lines was posed by Quine (1972). In this section, I consider the Quinean challenge, and offer a measurement-theoretic response. Broadly speaking, I argue that rather than posing a deep problem for a psychological interpretation of grammars, Quine's observation helps to show what is right about such an interpretation.

Quine held that there was an important limit to what a grammar could reveal about human linguistic abilities. Here, briefly, is Quine's argument. For any given grammar, there will always be infinitely many other 'extensionally equivalent' grammars – i.e., grammars that produce the very same set of expressions as the original one. Thus, if these equivalent grammars can't be teased apart empirically, then none of them can be regarded as the 'correct' grammar.

That is, no grammar can be held as 'guiding' a speaker's behavior, in Chomsky's sense of accurately reflecting the internal mental organization of a speaker's 'competence' (cf. below). Instead, a grammar can at most be said to 'fit' the speaker, in the sense that the speaker 'conforms' to it (Quine, 1972, 442).

Quine, it should be noted, saw the distinction between a grammar's guiding vs. merely fitting a speaker as a permanent and highly principled problem; cf. George, 1986. For him, the problem is not merely that at present the available data merely underdetermine which particular grammar should be accepted. Rather, even if the available data is a complete infinite set, there will still be infinitely many grammars consistent with it. Thus, since there will always be multiple

grammars that accommodate the data, the question of which one is 'correct' is indeterminate – i.e., there is no correct answer.

In what follows, it will be preferable to consider a strong and updated version of Quine's argument. (Importantly, though, the basic argument below applies regardless of how one interprets Quine. The stronger version is merely a more interesting foil.) There are at least three changes to the historical argument to be made. First, Quine held that a rule guides a speaker only if the speaker 'knows the rule and can state it'; i.e., she 'observes the rule' (Quine, 1972, 442). But the Chomskyan notion of guidance like the one characterized above is more relevant for present purposes. In particular, the above notion of guidance does not require that the speaker should be able to state the relevant rules, or have any other sort of conscious access to it – indeed, Chomsky and many others have frequently denied that any such access is quite implausible. (Quine, of course, would not tolerate this Chomskian midpoint (Quine, 1972, 444; cf. 446). Fortunately, the main point to be defended does not depend on any particular such view, so for present purposes I adopt the stronger one.) Second, Quine's discussion focuses 'systems of English grammar'. But it is

more common to consider a grammar to be any (normal) mature state of FHL, not just those that correspond to 'English'. Finally, Quine appears to regard two grammars as equivalent if they possess the same weak generative capacity – i.e., if they produce the same set of strings (of symbols, phonemes, etc.). He does not mention any other criteria (psychological, biological, theoretical, etc.) that are typically also considered relevant to the evaluation of a grammar's adequacy (e.g., Berwick et al., 2011, 4–11). These adjustments can still support a Quinean argument. For any grammar/theory of FHL, regardless of its conscious accessibility, there will always be infinitely many empirically equivalent distinct grammars of FHL. Thus, none of them can be regarded as more 'correct' than the others. In what follows, this is the argument to be considered.

Upon inspection, Chomsky argues, the issues involved in such attributions in linguistics 'are not crucially different from those that arise in any intellectual work of significance' (Chomsky, 1986, 252). This is a very common theme (Chomsky, 1976, 1995a, 2000, 2002, 2007, 2009, Chomsky and McGilvray, 2012). Indeed, one might think that taking seriously the empirical posits of a best theory is a big part of what it is to regard the theory as true. Thus,

Chomsky maintains, if we are (tentatively) entitled to regard a theory of the human faculty of language as true, then we are (tentatively) entitled to regard the structure it posits as characterizing how a speaker's linguistic behavior is guided by that faculty.

Chomsky's reply tackles Quine's objection head-on: in ordinary scientific activity, the best theories are unproblematically regarded as describing the guidance – i.e., the theoretically relevant structure, often not directly observed – behind some empirical phenomenon. Since linguistics is similar to these other disciplines in the relevant ways, we are also justified in regarding its best theories as capturing the cognitive structure that in fact guides FHL. Thus, one extremely natural way of reading this reply is that we can eliminate (or at least reduce the importance of) the various equipotent grammars that each vie for the status of providing FHL's guiding structure. In short, the overarching goal of this reply involves finding a unique grammar with no Quinean empirical equivalents.

There is, however, an even better response to Quine. It begins by happily conceding that, as with nearly all other cases of measurement, there will be an infinitude of alternative empirically equivalent grammars, none of which

can be favored over the others. In this sense, we grant Quine everything he wants. However, it doesn't follow that none of them guide the speaker in any useful sense. After all, what they all have in common may well supply many empirically rich and important details about the psychological characteristics of the speaker. That is, the meaningful structure of any particular grammar – what is invariant across all notational variants – may very well uncover much guidance, even though individual grammars contain additional empirically meaningless structure. Moreover, since what is common to notational variants is by hypothesis determined precisely by their empirical consequences, the potential for identifying those guiding features of a grammar is made as sharp as possible.

In short, in a sense that really matters, Quine's and Chomsky's views are consistent. Chomsky can embrace the fact that the linguist is 'knowingly and cheerfully up to his neck' in empirically equivalent grammars. But this is just an ordinary fact of scientific modeling. Rather than being a deep problem, it's an important aid in understanding the relevant properties of a model and its relation to the empirical phenomenon it models.

As a point of logic, the existence of empirically meaningless features is

equivalent to the existence of multiple notational variants.

In sum, rather than steadfastly defending all the structure and consequences of a particular grammar or 'best theory', we would do better to try to identify its meaningful empirical consequences. Indeed, this attitude is easily summed up in a general principle:

(IP) Invariance Principle: The interesting empirical question is never 'What does my particular favored formal grammar say about the matter?', but rather 'What does every notational variant of my favored formal grammar agree on about the matter?' That is, in linguistics as elsewhere, the interesting empirical content of a theory is that which is invariant across all notational variants that express it.

Although the pedigree of (IP) comes from mathematically tractable areas, its importance is the same for other areas like linguistics. Moreover, (IP) provides a simple and natural extension to the broader issue of the 'psychological reality' of grammar: the psychological reality that a correct grammar of FHL reveals is exactly that grammar's meaningful structure. Note, however, that talk of psychological reality still remains subtle and difficult. As generative linguists are wont to emphasize, their theories are not

meant to capture how linguistic abilities are instantiated in the brain, or the means by which language is processed. Rather, the theorizing aims to capture a more abstract 'functional' level of the structure of linguistic competence (cf. Marr, 1982). Precisely what this level is (and how it relates to other levels of description) is not a simple matter. However, at this point, it helps illustrate how the comparison with temperature is especially apt. We saw above that only the bare affine structure of a numeric representation of temperature is meaningful. Although this affine numerical structure doesn't 'guide' temperatures in the sense of being causally responsible for the structure of the latter, it does capture a key empirical fact about temperature. In a similar sense, characterizing the structure of linguistic competence may reveal little about its neural or causal realization, but may nevertheless capture much important empirical information about the phenomenon at hand. Given the massive increase in complexity as we move from the model of temperature to FHL, it is natural to expect this latter body of information to be correspondingly rich and informative. (I am grateful to an anonymous referee for pressing me to clarify this point.)

To express the person's ideas, feelings, and thought, he can use language. It consists of various rules which are different from other language. These rules can be applied either in formal or informal occasion depending on the speaker's or writer's intention. They need to be applied in sentences or constructions. One of them which is usually used in everyday communication is elliptical construction. It is a kind of construction in which the speaker deletes the item or items from the construction. However, when he or she wants to delete, he or she has to pay attention to the rule stated above. The rule is based on both linguistics and non –linguistics context. Here is one example of ellipsis based on linguistics context: After learning English, I am able to speak it fluently. "After learning English" can be made into complete form: "After I learned English" or "after I have learned English". Further explanation of it is as follows.

The structures of English elliptical construction that are stated by Mas'ud (1998: 292-296) are as follows:

The elliptic structures

a. Two positive statements that have same predicate (including object and complement) can be arranged as follows:

Here are some of the examples:

1) He is busy. I am busy. © He is busy, and I am too. Or © He is busy, and so am I.

2) You bought a new book. She bought a new book. © You bought a new book, and she did too. Or You bought a new book, and so did she.

3) John likes swimming. Maria likes swimming. © John likes swimming, and Maria does not too. Or John likes swimming, and so does Maria.

4) Budi has written it. I have written it. © Budi has written it, and I have too. Or Budi has written it, and so have I

b. Two Negative statements that have same predicate (including object and complement) can be arranged as follows:

Here are some examples:

1) I don't like smoking. He doesn't like smoking. © I don't like smoking, and he doesn't either. Or I don't like smoking, and neither does he.

2) He wasn't ill and I wasn't ill. © He wasn't ill, and I wasn't either. Or He wasn't ill, and neither was I.

3) Ali didn't ask any question. You didn't ask any question. © Ali didn't ask any question, and you didn't either. Or Ali didn't ask any question, and neither has Budi.

c. Two positive statements which contain compound verb (auxiliary/modal + verb) can be arranged by using the pattern in point "a".

Here are some examples:

He will come here soon. She will come here soon. © He will come here soon, and so will she. Or He will come here soon, and she will too.

d. Two negative statements which contain compound verb (auxiliary/modal + verb) can be arranged by using the pattern in point "b".

Here are some examples:

He can't play tennis. You can't play tennis. © He can't play tennis, and you can't either. Or He can't play tennis and neither can you.

e. The combination of negative statements and positive statements with the same tense is arranged by using the conjunction "but".

Here are some of the examples:

Amir can play a guitar. Ali can't play a guitar. © Amir can play a guitar, but Ali can't. Arifah is a student. Fatimah is not a student. © Arifah is a student, but Fatimah isn't.

f. The combination of two positive statements which contains verb, noun, etc; in the same tense is arranged by using the conjunction "Both...and...".

Here are some of the examples:

1) I study English. He studies English. © Both I and he study English.

2) Amir was happy. Udin was happy. © Both Amir and Udin were happy.

3) You can drive a car. He can drive a car. © Both you and he can drive a car.

4) You have written a novel. Rina has written a novel. © Both you and Rina have written a novel.

g. The pattern below is used to state "one of two actions" in two sentences with same tense. Either ... or ... + positive auxiliary (modal).

Here are some of the examples:

1) We can read a newspaper. We can play the guitar. © We can either read a newspaper or play the guitar.

2) He will take it. I will take it. © Either he or I will take it.

3) You may play football. You may play tennis. © You may play either football or tennis.

h. The pattern below is used to state "none of": Neither...nor...+ positive auxiliary (modal).

Here are some of the examples:

1) My brother isn't policeman. My brother isn't a postman. © My brother is neither a policeman nor a postman.

2) He doesn't want a pencil. He doesn't want a book. © He wants neither a pencil nor a book.

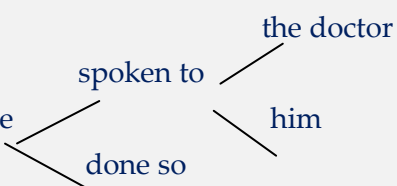
3) Betty can't read. Mary can't read. © Neither Betty nor Mary can read.

Ellipsis in dialogue

According to Quirk et al (1973: 305-308), ellipsis in dialogue occurs in three conditions which can occur in various combinations. The words, phrases, or sentences in the brackets below can be omitted. The three conditions are as follows:

a. Repetition: The second speaker repeats what the first speaker said. Examples:

A : Have you spoken to the doctor?

B : (Yes). I have 

A : I'm studying grammar.

B : Are you (studying grammar)?

A : He's studying Latin

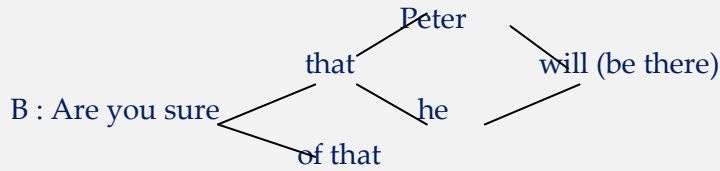
B : (He's studying) Latin! He doesn't know his own language.

b. Expansion: The second speaker adds what has been said by the first speaker. Examples:

A : Will they lose the game?

B : Probably (they will (lose (the game))).

A : Peter will be there.

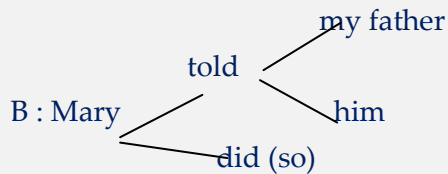


A : He won't play.

B : I'd like to know why ~~he won't (play)~~ not

c. Replacement: The second speaker replaces with the new material to what has been said by the first speaker. Examples:

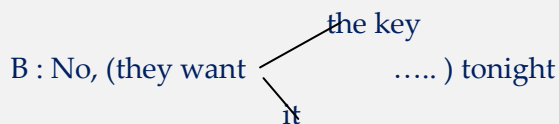
A : Who told your father?



A : It cost me twenty-five dollars.

B : How much (did it cost (you))?

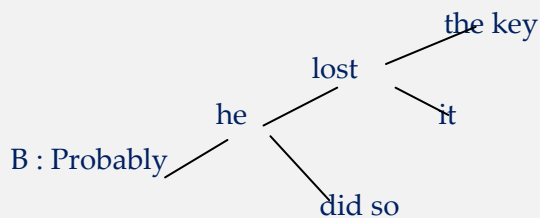
A : They want the key now.



d. Combinations:

1) Including expansion and replacement. Examples:

A : When did he lose the key?

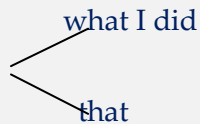


A : Can I help you, madam?

B : Well, I'm looking for a pair of white gloves.

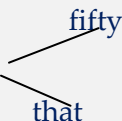
2) Including repetition and replacement. Example:

A : John told me what you did.

B : Who told you 

3) Including repetition, expansion, expansion, and replacement. Example:

A : They paid fifty dollars for it.

B : Oh no, they paid more (than  (for it))

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The verbal characteristics of heroes in connection with optimizers communication

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Abstract

The article is devoted to analysis to optimize foreign language learner-centered communication we analyze in class with students of literary works, highlighting in their inhibitors and optimizers communication. We have analyzed in detail the characteristics of the successful features of the verbal and destructive communication and activities heroes of Russian and French art of classical literature on the material of 143 works of art in volume 10211 pages. Inhibitors and described optimizers communication and activities literary heroes, among which the most frequency are described such as Emma Bovary - the heroine of the novel Flaubert "Madame Bovary." It should be noted that the accentuation of character - is the excessive growth of certain character traits, manifested in the selective vulnerability of the individual in relation to a certain kind of psychogenic influences, experiences severe, extreme nervous and mental stress, etc. with good or even improved resistance to the other.

Keywords: Factors that inhibit communication and activities of the individual; spiritual and physical death.

Let us analyze the terms "inhibitor" and "optimizers", their content and appearance of the story. As established in the doctoral thesis, A.L. Groisman [11], the leading role in the increase and decrease in the learning of the students have personality traits of students, as well as the specifics of stressful situations and optimizing in the family, the industrial sector and training activities. the relationship has been established some personality characteristics with violations of the requirements of Mental Health, mental and creative work, as well as with neurotic disorders, reducing the productivity of intellectual and creative activities. Thus, according to the personality questionnaire SMIL (standardized method of personality research) L.N. Sobchik [9] such factors reducing efficiency of intellectual and creative activity of students are all scale neurotic triad (ie, somatic anxiety, depression and hysteria)

Presented in the works of A.L. Groisman [11] psycho-correction techniques such as, autogenous training, psycho didactic conversations were psycho prophylaxis means prove to be an optimizing effect with an increase

in the productivity of intellectual and creative work.

A.L. Groisman the first time in general and clinical psychology established facts lowering and raising the productivity of intellectual and creative activity of students, which are respectively called her inhibitors (in the case of decrease in efficiency) and Optimizer (in case of increase). [11] These terms were then discussed and accepted for publication in the Proceedings of the second interregional conference "Pedagogy and Psychology of Creativity", held in 2003 in Moscow and in Sterlitamak. "Inhibitors" and "optimizers," a term borrowed from medicine in its section "Biochemical determinants of health." According to biochemical studies, inhibitors (the subject of our research) call agents and factors that reduce the health and human performance.

The term "success" activities, in particular students, was first used by the outstanding theater pedagogue G.A. Tovstonogov [15, 16], who used it to describe the efficiency and effectiveness of creative activity teaches students the acting department of the Leningrad Institute of Theater, Music

and Film in the eighties of the XX century.

So, briefly outlining the history of the emergence of interest to us terms "Inhibitors" and "optimizers", proceed to the analysis of the essence of working terms, the interpretation of which is closely related to the content of this article is.

Under the degradation of personality and its activities, we mean reduction of all mental processes, particularly cognitive, such as memory, attention, thinking, as well as the appearance of destructive and even delinquent personal qualities. Personal degradation exacerbated by the use of inhibitors such as poisoning toxins, which leads not only to physical and spiritual death and not only the media inhibitor activity and communication, but also a very negative impact on the surrounding macro-representatives. Degradation of Emma Bovary, the heroine of Flaubert's novel "Madame Bovary", confirms the above.

Optimizers communication and activities (waste) - verbal and nonverbal means and actions that contribute to the objectives of communication and activities (waste), ensuring personal growth communicants, their physical and mental health.

Inhibitors and communication activities (waste) - a verbal and non-

verbal means and actions that block the achievement of the purposes of communication and activities (of life), destroying the physical and moral health of the communicants.

Verbal description of the heroes of fiction - its language tools (word, phrase logical units, phrases, sentences), the author's style and the plot works aimed at the disclosure of the personal characteristics and linguistic world of artistic works of heroes, as well as the characteristics of their communication and interaction with macro-microsociety.

In this article, we use the term "personality-oriented dialogue," the definition of which we borrowed from scientific works Chalkovoy E.G.

"Student-oriented communication - a dialogue aimed at optimal interpersonal communication in an atmosphere of psychological comfort that promotes personal growth and achievement of the goals of communication entities in the reflection system, attitude and behavior of the person" [19, 13].

As a positive character traits have charm, artistry, as negative - falsity, displacement, often fruitless fantasizing, selfishness.

The study of works of art, especially the "Madame Bovary", foreign language made it much brighter than

our students [6]. But we pay attention not only to the accentuated features in connection with the inhibitors and optimizers of communication, but also on the mechanisms of identification with the hero macro- microsocium.

As we know, Freud first described the mechanism of identification with the object, which is assumed to be ideal. When identifying the subject tries to express what he wants to be and what quality he wants to have. Such identification is friendly nature, for example, for the object image has been Pierre each LNTolstogo Diakov, as for the image A.Bolkonskogo brother writer Sergei Tolstoy [9, 10].

But images of artwork can be designed and contrasting mechanism. Moralistic literature aims to know man in all its diversity [3]. Ultimately, fiction contributes to the improvement of human and releasing it from defects [1], [8] and [5].

Qualities of high moral behavior as role models dedicated to the artistic works of literature, including in foreign languages. Often, the most famous works foreign literature character becomes accentuated personality [13]. It is important to consider when training student-focused dialogue, paying attention to both the inhibitors, and the communication optimizers fiction heroes [19], [7], [2].

Some heroes of fiction attracted people of their personal characteristics as role models, ie, optimizers communication.

By optimizing quality are positive properties of the individual, such as empathy [12], deep intelligence, decency, nobility, courage et al. [20].

But there are also heroes of fiction, repulsive because of their personal features and which are inhibitors of communication, ie, deteriorating and destructive communication. These characters can be meanness, deceit, stupidity and other negative qualities.

Madame Bovary, the heroine of the novel by Flaubert, as a carrier of many negative qualities, it refers to individuals - inhibitors of communication.

Flaubert repeatedly emphasizes using the lexical units of the immorality of her character, which is currently recognized in the last moments of life that ...

"... is the end of all the hype, all the meanness, all the infinite desires of that so it was weary. Now she has to no one hates, her thoughts shrouded gloom of all the sounds of the earth she distinguished only intermittent, vague complaints quiet your poor heart skip a beat, just off again last chords of "[17, 340].

Endless lust Emma Bovary has been closely associated with its endless betrayal of her husband and the search for forbidden love pleasures. Her selfishness and self-centeredness are emphasized by the author by comparing it with other heroes, with her husband, who worked day and night to satisfy her needs, and she did not care about it, she had not even paid attention to his daughter, so Charles does not allow his daughter come to his mother: "Babe, mom does not like to bother her" [17, 312].

Emma and closed in his room, reading a "silly novels describing the orgies and bloody denouement." That her husband was not lying to her, she brought him with her to the vagaries of the fact that he moved to the third floor.

G. Flaubert, emphasizing the selfishness and lack of maternal feelings, Emma, she opposes her husband Charles, who takes care of his daughter and wife.

Inhibitors such as idleness, laziness, lack of purpose in life, immorality leads to the degradation of Emma.

"The heroine of Flaubert was also selfish and went, as well as all of its environment, and the ideal, she was looking for, finds funny and also send the form suggested by the fashionable modern literature. He made her "mis-

erable adulterous wife, not for the ugliness of reality forever live moral values" [14, 13].

Let us analyze one more episode from the novel by Flaubert, in which the actor has appeared Rodolphe, visualized in different masks psychological defense fantasy inherent: "Suddenly it seemed as if the air soar flaming balls like glowing bullets, then one flattened, They spun and fell into the snow, pubescent branches, and died. On each of them encountered the face of Rodolphe. Their (bullets) became more and more. They hovered around Emma, pierced right through her. Then everything disappeared. She learned shimmering in the mist the distant lights of the city. And then the truth of life opened up before her like an abyss. She was excruciatingly painful to breathe. Then, in a flood of courage, from which it was almost fun, she ran away from the mountain, passed over the river, passed the path, boulevard, market, and found herself in front of the pharmacy "[17, 336].

Going to the drugstore, "Emma, led unerring memory, went straight to the third shelf, he seized the blue jar, pulled out the cork stuck to his hand and, taking a handful of white powder, beginning immediately swallow it" [17, 336].

Emma and in this episode of psychological defense retroflexion (suicide), masterfully described by Flaubert, behaved like a true isteroid, she did not try to analyze his behavior and its consequences. She squandered her husband's money, their property were arrested, no one wanted to lend her money to pay debts. She was desperate and used poison. And she came under the influence of emotions.

The author ironically emphasized that there is nothing to do with the true way out of the situation, with the performance of duty does not act Emma. Very sarcastic phrase reads: "And suddenly quiet, almost soothing consciousness of duty, Emma retired" [17, 337]. Inhibitors Emma spiritual degradation verbally disclosed comprehensively. Her physical degradation represented not less deeply various inhibitors, leading to death, starkly described Flaubert. Writer verbally presented the symptoms of dying alive and realistic, "Charles clenched her hands, shuddering at every beat of her heart, responding precisely to the roar of the collapsing building. The louder wheezed Emma, the faster the priest read prayers. Sometimes the words of prayer mixed with muffled sobs Bovary,

Emma with her hair, staring into space dilated pupils, rose like a galva-

nized corpse. Emma Cramp tossed on the pillows. All surrounded her. She died "[17, 346].

Spiritual and physical death of Emma was inhibitor for Charles that emphasized the phrase, "it covered the wild, black fury" [17, 357].

Then depressive reaction changed autistic. Charles retired: he did not want to see anyone. Such verbally presented Flaubert inhibitors, such as depression, autism, mental distress, despair, resulted in the death of Charles.

Thus ended two lives of two different people, united by mutual reproaches, experiences, joys, suffering psychosomatic, ended tragically. Heroes suffered from their own personal characteristics, which Flaubert verbally authentically and truthfully presented to the reader in the form of inhibitors that characterize a subjective tragedy of the heroes who died for various reasons, but due to their common principle of the pursuit of sensual pleasures, have not reached the social humanistic motivation. Heroes, though very fond of each other, spend time in idle adultery, that, rightly observes Bovary mother, is "all from inaction" that led to the degradation of the spiritual and physical death of Emma Bovary.

Character logical inhibitors interfere with Madame Bovary, was accen-

tuation in two directions - hysteroid and cycloid. Her hysteroid predispose to psychological destructive defenses such as excessive dreams and fantasies, lying, running away from the situation and withdrawal. The latter option, ie withdrawal, exposes a Emma Bovary sub depressive reaction cycloid accentuation, led to another destructive defense mechanism (self-punishment) expressed in particular in suicide.

In contrast to her husband Charles Bovary had syntonio (reassuring) character, overcoming various difficulties of life adequately. Even after the death of his wife he had taken all the care themselves, including those associated with the small daughter Bertha. He overcome the difficulties associated with the funeral of his wife, he did not try to suicidal attempts. Reactions in its life difficulties expressed by schizoid embodiment psychological defenses - leaving a (autism) and (removal from society). Compensatory role in overcoming them arisen situation loneliness played a diversity of successive adaptive responses - at the beginning of depressive, then (being a doctor ignored the physical symptoms of their disease), then re-depressive autistic. As is known, a variety of reactions, reducing their severity, and he would have been healthy, but a patho-

logical love for wife led to mental contagion and contagiousness provided such psychic appearances in his uncharacteristic psychosomatic response mechanism because of which he died. It is no accident necropsy did not find him at the opening of any organic changes, and psychosomatic way of responding, he "borrowed" from his wife.

So, in literature, tend to emphasize the vital importance of character to overcome inhibitors that are destructive components of accentuation, among which primarily marked and cycloid.

Let us consider the verbal presentation inhibitors, which lead to the degradation of the individual. As we studied a sample of lexicographical and sources, as well as the art of Russian-speaking and foreign-language literature, the most frequent following semantic units represented by lexical units, phraseology and proverbs. Inhibitors represented by us in the form of semantic macrofields because language units stored in Gnostic areas of the brain in the form of semantic fields [20]. Macrofield inhibitors comprises microfield components are groups and subgroups of specific values of linguistic units.

We have identified 5 microscopic fields in the structure macrofield inhib-

itors of cognitive Emotiveness semantic content:

I. Causes of inhibitor, causes of degradation.

Often the cause of the inhibitor is purposelessness, meaninglessness, idleness, characterized by words, units and proverbs. For example, the word "sloth", "idleness", "meaningless", "aimlessness"; idioms "slack", "sit back". Proverbs: "Idleness - vices of the mother."

II. The result of the effect of the inhibitor: the word "degradation", "death", "despair", the phrase "break contact", "frustration."

As examples clearly illustrate the result of the influence of inhibitors may be above lexical units describing mental and physical death Emma Bovary (final stage, i.e. physical death "suicide" "died" et al.).

III. Process inhibitor influence on the individual linguistic units is disclosed, characterized by a gradual degradation of the person, the destruction of its physical health, i.e. signs of disease. In the case of Emma Bovary is a word that describes the symptoms of poisoning, the process of dying, but not the last moment of death. It also keywords describing its growing immorality, "Forbidden love" "adultery", "depression", "despair", "sensual pleasure", "apathy".

IV. Microfield qualitative characteristics of the level of success of communication components (activity) represented by several relationships

1. privative opposition

2. gradual opposition focused on a comparison of the members of the opposition on the degree of development characterized by the tag "tagged member" contains a higher level of quality, in this case, beatings, marked member of the opposition "to beat to a pulp" characterized by a greater beating than the word "beat" inhibitors "beat" and "beaten to a pulp."

3. Ekvipolentnaya opposition. Comparable "turn one's tail" and "hang out a white flag," both phraseologism have ARCHISS "behavior", the differential to this "cowardly", but phraseological unit "turn one's tail" has one additional ARCHISS "movement" and the differential additional to this "fast" that It suggests that EF (phraseological unit) to "give Strekachev" belongs simultaneously to two semantic macrofield "behavior" and "movement". Sema negative evaluation of behavior in both EF indicates that these are inhibitors of EF behavior, and therefore the activity, as Sema also singled out in their "act".

4. Source occurrence inhibitor

The situation, coincidence, accentuation of character, psychological pro-

tection of personal substructures, climatic conditions, the environment may be the source of inhibitors.

5. The orientation and purpose of the inhibitor.

1) impact on the personality of the substructure (intrapersonal effects), for example, "silence"

2) the impact on the climate,

3) impact on (family environment near the person, "destroy the family" "change wife"),

4) the impact on the state: "war"

5) the impact on and inter-state relations, "World War."

V. Semantic mechanisms verbal characteristics inhibitors

1) stereotyping:

a) intrapersonal: Don Juan; snake in the grass;

b) linguistic and cultural, national: perfidious Albion (of England)

2) lingo-cognitive characteristics inhibitors: dunce; blunt as Siberian boots;

3) lingo-emotive characteristic inhibitors: e.g. "pandemonium", "despair", "depression", "chilled terror";

4) use of literary techniques for shaped characteristics inhibitors. For example: "make mountains out of molehills" idiom. Often used hyperbole - exaggeration imaginative power, the values for the size of shaped characteristics inhibitors. Eg. To "make

mountains out of molehills" EF characterizes the destructive psychological protection fantasy inherent hysteroid. Widely used as litotes - a figure of speech which consists, in contrast to the hyperbole, understatement in size, strength, values of the depicted events for deeper verbal characteristics, "the boy with the boy", "hut on chicken legs," "peasant with a fingernail." Comparison is used often to describe the personality, phenomenon or object, highlighting common features in them. In Russian, the comparison points to similarities with words: "He was like," "how," "just," "like." "She's like a petrified", the phrase describes the destructive psychological protection petrification (numbness).

Inhibitors and optimizers work and communication, their relationship with each other as well as with personal substructures; among which the most important place is occupied by the accentuation of character, the impact of macro- microsocium interaction reasons, sources, effects of inhibitors effects deeply, thoroughly and vividly presented in the story AP Chekhov "Anna the neck" [21, 322-333].

In the story "The official 52 years to marry the girl, which barely passed 18" [21, 323]. She agreed to the marriage, as her family (father and two younger brothers) was completely

devastated: nothing was to pay for the apartment, nothing to eat, and to all, a father, a calligraphy teacher at the school, often drank alcohol, was drunk and indifferent to their fate, work and destiny their children: Anna and two boys.

These were the reasons for her depressed mood - inhibitors personal life that forced Anna to marry a rich man "She's so sweet and good, came out of this elderly, uninteresting gentleman" [21, 324].

Due to his greed, she had less money than before marriage, so Anna "feel cheated, guilty, and ridiculous" [21, 324]. "Oh, how unhappy I am, - she thought" [21, 324]. The process of developing the effect of the inhibitor on the personality was so strong that it begins to feel fear, which is one of the strongest communication inhibitors and activity, "agitated by the thought that this man could at any moment to kiss her ... she was terrible and disgusting" [21, 324].

Necessity, the mother's death, father's drinking, the desire at least a little to improve the financial situation of the family and the life of his younger brothers - these are the reasons inhibitors that caused Anna to decide to marry a man she did not love: he was disgusted with it; This attitude, of course, another inhibitor of her life and

the inhibitor was constantly in the process of development, which is emphasized by the writer in the story text words "scary", "disgusting", "disgusting."

But the situation changed dramatically after the ball, where Anne because of its beauty and charm made a strong impression, especially in men. Given that the situation has changed, inhibitors of inherent accentuation Ani "shyness", "fear", "uncertainty", which she showed at the beginning of the story, when Anna and her family were very poor, have changed dramatically in the new environment: rich people rich environment, when suddenly there was a note to her men. In Anna medium he showed unexpectedly altered traits that the text underlined words: "It was proud, shy, for the first time does not feel the girl and the lady" [21, 329].

She felt happy because of emerging new optimizers, "the attention of men, light, medley, music, noise." Anya was like, 'Oh, how good!' [21, 329].

Anna was a success, so shyness disappeared. It succeeds communicated at the ball, doing charity work, inspired the changed circumstances, "began a brisk trade" [21, 331]. "... her smile, looks do not bring these people nothing but great fun" [21, 331]. His Excellency gave Ana's attention. And

because of sympathy for her gave her spouse Anne Order of the second degree. But our heroine Anna became so sure of herself, she was not afraid of her husband, so she "with indignation, with contempt, has assured that it for it will be nothing ... said," Get away, you fool "[21, 332]! .

"Anya all riding on threes, he traveled with Artyn hunting, playing in the one-act plays, dined and less and less the case with her. They dined alone now ... and when riding on Old-Kiev he met Anne on the pair with on departure and Artyn on the box instead of the driver, Peter L. shot cylinder and was about to shout, but Peter

Language is culturally determined forms of language personality expression. As rightly observes V.A. Maslow, "man - the carrier of the national mentality, which can be studied through language, is an important means of identifying a person" [4, 142].

National mentality as a philosophical and social phenomenon includes many structural components that form the linguistic identity. S.G. Ter-Minasova using the following definition given LV Forest: - "mentality - a generic social and psychological state of the subject (people, nation, nationality, social group, human), created by a historically long and sufficiently sustainable impact natural of geographic,

and Andrew took his arm and said imploringly:

- No, Dad ... Will Daddy "[21, 333].

The brutal indifference to his brothers and his father, selfishness and self-centeredness - this terrible inhibitors activity and communication that led to the degradation of Emma Bovary and Anna, the heroine, who had a different fate, lived at different times and in different countries, but these features degradation truthfully bright and realistically presented verbally great writers Flaubert and AP Chekhov.

ethnic, socio-political and cultural conditions of living in the mentality subject arising through the organic connection of the past to the present. Taking shape, being formed by producing genetically historically and mentality represents a stable set of socio-psychological characteristics and traits, their organic integrity,

The scheme of the national culture - national mentality - the language - the national culture is a logical connection between the display of the mentality of linguistic identity and characteristics of the national culture. The language in this case is not only a means of expression, but also a means of identifying the nationality.

It is known that the cause of the metaphorical transfer is the work of thinking, depending on national and cultural characteristics. Terminological nomination, as a rule, is also based on specific national motivation. This applies particularly to the terms established in the bowels of the native language, dominated by metaphorical transfer. A characteristic phenomenon thus considered semantics movement of such terms of primary value to the special metaphor, the branch value.

In the first group, provisionally called as "otonomastic terms" (terms which are based on a metaphor related to proper name) are highlighted in two subgroups, each with its own clearly defined boundaries:

1. Ottoponimice terms: Belgian dentist, Dutch disease, New-York interest, Nigerian scam, Mexican stand-off, old Lady of Thredneedle Street, Oracle of Omaha, Throgmorton Street, Wall Street crash;

2. Otantroponimic terms: Dolly, Ginnie Mae, Maggie Mae, Lady Macbeth strategy, Lady Godiva accounting Principals, Matilda bond, nervous Nellie, Rembrandt bond, Peter principle, Tiffany list.

The second group, conventionally called as "terms derived from common nouns" represented by a large number of allocated sub-groups:

1. Terms which are based metaphor zoological notions: alligator property, African lion, American Eagle, bear market, bed-bug letter, bird dog, bobtail pool, bunny bonds, bulldog bond, cash cow, condor, cockroach theory, dead cat bounce, dove, eager beaver, elephants, fat cat, gold bug, kangaroo, hawk, herd instinct, gorilla, killer bees, kiwi, lame duck, lemming, loan shark, lobster trap, mare-to-foal policy, mothballing, nest egg, panda, pig, paper tiger, tiger economy, dog eat dog, eat your own dog food, rat trading, red herring, dog and pony show, dogs of the Dow, yellow dog contract, black swan, chameleon option, deer market, snake in the tunnel, stool pigeon, sheep, stalking-horse bid, turtle, turkey, vulture capitalist, vulture fund, wildcat banking.

2. Botanic terms (terms, based on the metaphor of botanical terms): carrot equity, cherry-picking, daisy chain, flower bond, wallflower, jungle market, lemon, lemon laws, melon-cutting, seed capital, maple bond, taiga bonds.

3. Mythologic terms (terms are based on the metaphor associated with mythological subjects): act of God, good Samaritan, Aladdin bonds, Santa Clause rally, angel, fallen angel, elves, ghosting, grey / white knight, halo effect, dragon bonds, little dragons, phantom competition, pirate issue,

purgatory and hell, heaven and hell bond, Christmas tree, Doomsday call, Leprechaun leader, Jekyll and Hyde, Sleeping Beauty, sinful stock, sin tax, vice fund, zombies.

4. Genetic (the terms created by the metaphorical transfer concepts nominating kinship): aunt Millie, mother Hubbard clause, godfather offer, grandfather clause, grandfathered activities, Granny bonds, junior bond, mom-and-pop store, married put, marrying price, orphan stock, problem child, seven sisters, Siamese shares, twin shares, weak sister, widow-and-orphan stocks.

5. Antropogen terms (terms, based on the metaphor of the concepts associated with the person): ankle biter, arm's length transaction, belly up, barefoot pilgrim, blind broker, blind pool, blind trust, face interest rate, face value, footloose industries, jawbone, head and shoulders, lifting a leg, legging out, skeleton account, strong hands, weak hands.

6. Calendarn terms (terms that are formed by metaphorical transfer of names of days and months): Maundy, May Day, black Monday, cyber Monday, Monday effect, January barometer, January effect, black Friday, Marlboro Friday, October effect, Saturday night, silver Thursday, Wednesday scramble, weekend effect.

7. Coloristic terms (terms that are based on metaphors of color terms): blue list, green bond, green fund, green investing, green washing, green revolution, golden boot, golden halo, golden share, golden handshakes, golden handcuffs, gilt edged securities, green investing, grey list, grey market, in the pink, pink sheets, orange goods, moon-lighting, rainbow, red chip, red goods, redlining, silver bond, white-shoe firm, yellow knight.

8. Gastronomic terms (terms, based on the metaphor of using food items, cooking utensils and cooking): eating stock, financial menu, falling knife, macaroni defense, marzipan layer, plain vanilla, pork bellies, piece-meal option, pot, salad oil scandal, sandwich generation, Tequila crisis, three-martini launch, waiters.

7. Naval terms (terms formed by using the metaphor employing military and naval concepts): anchor capital, shotgun approach, golden parachute, gun jumping, radar alert, nominal anchor, non-revolver, short anchor, safe harbor, torpedo stock debt bomb, camouflage compensation, sluice gate price, trigger price, price war, war chest.

8. Sports terms (terms formed by using the metaphor employing concepts sports): dumbbell, soccer mom

indicator, hockey stick bidding, hurdle rate, job-hunting, headhunt.

10. National labeled terms (terms metaphorical transfer which is based on the concept that reflects a unique national line): gentleman's agreement, Chinese Walls, Samurai bond, Geisha bond, Harakiri swap.

Just remark G.G. Molchanova, "when used as a metaphor procedural cognitive processing mechanism for understanding of complex changes taking place in the surrounding world, people use naturally closest and related concepts" [5, 44]. In support of the idea of national conditionality metaphorical processes important to view E. McCormack that "viewed from the inside, metaphors function as cognitive processes by which we deepen our understanding of the world and create new hypotheses. Viewed from the outside, they function as intermediaries between the human mind and culture" [9, 35].

Toponymic metaphors, which are based laid rethinking of the place name, nominate the place of location of large stock exchanges, are widely used in the financial sublanguage Economy: New-York interest (NY percent), Boston interest (Boston percent), Wall Street crash (crash of Wall Street), Wall Street walk (walk Down Wall Street), old Lady of Threadneedle

Street (the BoE), Throgmorton Street (London Stock Exchange).

Tantroponimic terms presented in a sublanguage of the economy, being educated on proper names, both its form and indicate it belongs to the cultural-specific concepts. For example: Matilda bond («bond Matilda") - bonds issued by foreign borrowers in Australia in Australian dollars [10, 440]. For Australians the name Matilda associated with the highly popular national song, is the unofficial anthem of Australia, "Waltzing Matilda" (1895). Another example: Lady Macbeth strategy (Strategy Lady Macbeth) - absorption of tactics, in which a third party poses as a "white knight", and then joins the hostile bidders for the company [10, 399]. Undoubtedly, in this case holds the estimated connotation

We These examples underscore the validity of the statements V.N. Prokhorov that "when the metaphorical connotations common emotional and expressive" [6, 88]. It should be noted that the emotion as a permanent and mandatory property peculiar metaphors and the metaphors that function in the language of the nation, the representatives of which at first glance seem to be emotionally reserved.

Of particular interest are otantroponimic terms, i.e. Special tokens derived from the name of a fa-

mous person and used as the name of a certain concept. By journalists to describe the economic policies pursued by certain political figures, word-hybrids Reaganomics, Rogernomics, Clintonomics, Rubinomics, Putinomics, Sarconomics widely used in economic discourse. These tokens differ idiomatic value, a transparent inner shape brevity and conciseness outer shape.

It is obvious that the study of the formation sublanguage economy should agree with the opinion of OA Kornilov, saying that "sometimes in the language of science is secured not merely linguistic metaphor, indicating the specificity of the national imagery, but simply the fact of the nation's history, culture or literature" [2, 66].

For this kind of metaphors used definitional method of analysis in which only the semantic equivalent paraphrase or defined words may disclose concept. For example, "The New English-Russian Dictionary of Economics and Banking" B.G. Fedorov defines the term Old Lady of Threadneedle Street («The Old Lady of Threadneedle Street"), the Bank of England; Threadneedle Street - site of the Bank of England location; the name comes from the caricatures of the XIX century. with the image of the Prime Minister William Pitt, trying to get to

the gold in the chest, where an elderly lady sitting [10, 498].

A great place to take a sub-language economy metaphors associated with the animal world, and especially - with the images of animals, which have become components of the national symbols. According to O.A. Kornel, "in any intercultural contacts is difficult to overestimate the importance of national symbols. <...> The symbolism is very closely linked to the area of connotative language, ie, that part NYAKM (scientific linguistic world - approx Yu.), which contains information about the stable in the national tradition of associations evoked by the collective linguistic consciousness of the various objects of the world. If, for example, in any culture, some species are symbols of strength, diligence, wisdom, humility, cowardice, meanness, etc., in relation to linguistics, this means that the lexical meanings of words, naming the animals,

Many metaphors-zoosemizm become symbols used to indicate the national currency, as, for example, American Eagles (American Eagles) - a kind of American gold and silver coins; Panda (Panda) - Modern Chinese gold coin [10, 38, 517]. The term zoosemizm (derived from loon - loon) is used to name the Canadian dollar, which

shows loon. National symbol New Zealand kiwifruit is flightless bird and titled term kiwi (kiwi, kiwi) indicating the national currency, is very popular. Shares kangaroo (kangaroo) is born in the mind of a clear association with the Australian continent, where these animals live. Since the love of animals is one of the most striking features of the English nation, probably It is a natural formation of such a large number of English metaphors associated with zoological notions. For example, in the term bulldog bond («Bulldog" bonds) is English character - Bulldog. Therefore important is the opinion of M. Black that in some cases it would be correct to say that it creates a metaphor, and does not express the similarity [9, 22].

Other examples of metaphors that give rise to a clear association, which are based on national-specific feature, such terms may serve as a gentlemen's agreement (gentleman, well-mannered man), oracle of Omaha (the most successful known investor Warren Bafett, who lives in Omaha, Nebraska , USA), soccer mom indicator (Sokerov - American football), Tequila crisis (cactus vodka tequila, which is made in Mexico), Leprechaun leader (well-known character of the Irish epic leprechaun), Chinese walls (wall), Samurai bond (Samurai - Japanese warrior).

The analysis of metaphors sub-language economy gives grounds for the following conclusions. Firstly, despite the fact that the sub-language of the economy uses a lot of metaphors from different areas of the donor, the quantitative advantage remains with the terms-zoosemizm. Secondly, the majority of metaphors based on a certain national-cultural traits that are often not obvious or well known. Third, there is a trend towards the internationalization of metaphors-term, reflecting purely national character.

According to SG Ter-Minasova, "tongue - a mirror of culture, it reflects not only the real world surrounding the person, not just the actual conditions of his life, but also the social consciousness of the people, their mentality, national character and way of life, traditions, customs, morals, system values, attitude, vision of the world "[Ter-Minasova SG 2004, p. 17]. Following this idea, we can say that the sub-language of the economy is also a reflection of the national mentality within the established cultural tradition.

As a summarizing conclusion we can say that the linguistic unit with metaphorical meaning is a phenomenon of precedent. Language, in this case, is a culturally determined forms of language personality expression,

since the appearance of the metaphor is the result of thinking about by human activity. "Due to the fact that the metaphor acts as a cognitive tool, from it we can extract information about the sign, motivating metaphorical transfer.

metaphor displays basic cognitive process, is a significant need to think, and not just rhetorical.

As a communication system integrity activity are suitable aggregate, sequence of actions and operations aimed at achieving the goal of a non-speech [9].

According to E. Sidorov, "means being-and the coordination of human activity is a speech activity. Since the coordination of the activities of people carried symbolic means, the function of speech activity should be interpreted as a sign coordination of activities ", and she speech activity is presented as" a private, separate form the total of life of the individual, which is encourage demand in the sign management activities appropriate, mapped to the reality (of speech and non-speech), an inner or interior and exterior of the individual activity perpetrated in the form of actions and operations s based on the resources of the language system, communication skills and communicative experience and accompanied change them. " Components of the act of verbal communication according to

This characteristic reflects the most relevant characteristics referred to conscious speaker on the basis of existing stock in semantic memory knowledge representations about denoted "[3, 97]. Thus, "a

the model, based on the activity paradigm are treated as activities that are interrelated and influence each other through the text of the speech feedback, which acts both as "total sign model these operations as a whole", and as "a model of individual aspects and components of these activities" [10, 127]. For the study of the interactive nature of verbal interaction is important to understand that, being included in the act of communication, language personality becomes a party to the objective course of events, which is primarily characterized by deictic factors, namely: who, where and when does this or that activity. In objective reality has its own laws, which the communicant should be weighed against their thoughts, will and feelings. Matter with whom, when and where the recipient is necessary to coordinate their activities (non-speech) It depends on the method of verbal interaction, whose product becomes text. Developing ideas Y.N. Karaulov. AA

Leontiev, G.P. Melnik, E.V. Sidor V.M. Solntseva, E.F. Tor, E.G. Knyazev and their followers of the structural nature of verbal communication, it is natural to believe that the communicant has a certain repertoire of means of orientation in the objective world, which are part of a communicative image of the world in the minds of linguistic identity. Text of speech influence produces in the inner world of a kind destination "situation" [4, 87] - some possible world, consisting of a specific set of ideas about the subject, the people, their properties and relations. The fact that any activity is always committed to some person in a certain place at a certain time, let us say, that deictic coordinates person, time and place are the basis for building an adequate picture of the objective world. The common structure-motivated verbal communication advocates the implementation of symbolic means (such as language) speaker's need to create in the mind of the listener a picture that would meet the interests of the speaker that, in the end, there was a sign coordinate the activities of participants in the communication.

We allow ourselves to assume that the successful coordination of the activities of the communicants is dependent on the degree of realization of deictic mechanism. Deictic implemen-

tation mechanism we associate with the designation in question communicants three deictic markers - a person, place and time. In other words, the voice must be built according to three parameters for it to be adequately perceived by the addressee, and prompted him to commit the activity in which the sender of the message concerned. Simplifying the real complexity of the factors determining the landmark coordination in the act of communication, it can be argued that the organization of verbal interaction is impossible without the implementation of the mechanism of deictic. From all that is refined in a speech to the context and background of presuppositions,

Domestic psycholinguistic school interprets communication as a process of structural, dynamic transformations in the generation and perception of speech highlighted the stages of mental and activities taking place in the consciousness of the communicators in communication. Structural element of the mental process of generating speech perception is a deixis: coordinates on whom, where and when to do certain activities, builds the semantic utterance program. Developing the idea A.A. Leontief that "peace of presenting an individual through substantive value system, as it were, superimposed on the perception of the world",

we assume that the deictic system of coordinates - a person, place and time - is the base in the process of formation of the "invariant image of the world,

Proceeding from the premise that communication - this is an interactive process of speech interaction of people included in the overall process of their vital functions, successful coordination of activities is impossible without the orientation of the communicative act regarding deictic parameters, ie persons (workers), time and place of commission of a certain activity. Reflecting and summarizing communicative experience of people through the understanding of their various activities, is a kind of "communicative and cognitive matrix" [5, 162], is formed and functions in the linguistic consciousness of the person involved in the communication.

Thus, I.A. Winter, considering the general psychological scheme in the process of speaking, said: "Due to the fact that speaking is considered by us as a speech activity, in this scheme should reflect the activity approach to speaking. It also speech interpretation as a method of forming and formulating thought "should be reflected [3, 86]. Developing fundamental for speech thinking thought LS Research Vygotsky's initial chain links of construction activities (need - desire (mo-

tive, purpose) - action), AA Leont'ev defined schematic structure of any model of speech production, based on the fundamental structure of the predictive instrument. This structure, on AA Leontiev, should include: a) a step motivation statements, b) stage design (program plan) c) step of the design (implementation plan) and g) comparison of the implementation design stage by a conception [6, 153]. On this basis, the model generation, the proposed A.A. Leontief and T.V. Akhutina comprises elaborate transition member from the syntax values to verbal syntax, and introduced the concept of "internal programming". In the article "Inner speech and grammatical processes of generation statements" A.A. Leontief, thinking about the concepts "internal speech", "inner pronunciation of" and "internal programming", noted that the scheduling proper speech acts via "unconscious building a circuit on which subsequently generated speech utterance" [6, 67]. May be, "Unconscious construction of a scheme" is a subjective statement about the three coordinate objectively existing coordinates - a person, place and time. After reflection and transformation of reality, in the first place, based on the active orientation of the subject in relation to other actors who commit their livelihoods in a particular time and

place. Another L.S. Vygotsky, then A.A. Leontiev understood by the meaning of "reflection fragment of reality in the minds of the light of the place that this fragment actually takes in the activities of the entity." AA Leontiev also pointed out that the utterance program consists of a kind of "meaningful milestones", ie It includes "correlates individual, particularly important for the expression, its components - such as subject, predicate, object, or" [7, 159]

Implementation mechanism deictic permeates all levels of the processes of generation and perception of speech.

At the first level process - encourages - shaped "motif alloy and communicative intentions" [3, 90-91]. Obviously, the motives and intentions can occur only in people who commit some act in a certain place at a certain time, and the achievement of the goal set by them requires mutual coordination of the activities of each other. In this motif, as the beginning of the energizing action of the speech is generated based personal, spatial and temporal markers. Considering the beginning of the process of forming and formulating thought by language to be noted that inducing level, driven by "internal image" of that fact, to which the action is directed, is an impulse

entire speech production process. In the formation of this image actually plays an important role deixis. At this level *smyslovyrazheniya* saying "knows" just about anything, not to speak, ie he knows a common subject or theme statement and form of interaction with a partner, a certain communicative intention. Thus, it can be argued that determinacy external influence (directly or indirectly through the interior) to encourage the level of the process of forming and formulating thoughts formed deictic plan speech act - the image of a partner person, place and time of their mutual coordination of activities to meet their needs.

The second level of the process of speech production - the level of the actual formation of ideas through language. In the analysis of this stage AA Leontiev theoretical basis for the existence of this form of care in the form of internal programming, as well as the form of representation in the process of programming the main characteristics of supply in the form of original correlates of subject-predicate-object relations. The person carrying out the activity in a certain place at a certain time, set spatio-temporal relationship with other persons - the communication partners. These relationships, in our opinion, constitute the skeleton of

the formation of ideas through language. Deictic markers assume the designation of essential characteristics of the formation of statements of intent. It should be emphasized that the idea how given internal speaker units, subject-circuit, visual code [2, 142] is an individual embodiment, individual implementation verbal thinking, which takes place by means code, i.e. language.

The process of forming and formulating consistent (not verbalization) design language by simultaneously directed to nomination, i.e. the naming of what is to be discussed, and predication, ie, the establishment of the "new - this" links. And accordingly, based on the continuity of the space-time relationship as a form of motion and the existence of matter, can be represented simultaneously embodiment design both in spatial and conceptual scheme actualizes field category (in particular, realization of personal and spatial markers dejksisa) and the circuit timebase actualizes predication field (including time and deictic marker). Spatio-conceptual scheme is a system in which relate to the concept of substantive respects reality, where the coordinating partners in dialogue to meet their vital needs. Simultaneously with spatially conceptual diagram creating category field, the concept is im-

plemented in the circuit time base. Time base reflects relationship between these concepts, ie, reveals the "grammar of thought", which is a reflection of reality, in particular, the space-time characteristics of individuals.

Scheme time base, on the one hand, creates a predication field, on the other - determines the sequence or order of conceptual thoughts complexes deployment. For psychological analysis speaking the process is essential to note that the time allotment is carried out simultaneously at different levels of the voice message. We can assume that all the formative level and especially the phase of meaning can be correlated with a verbal utterance programming process. The program can be seen as a dynamic education, created during deployment design in spatial-temporal scheme based on deictic coordinates reality.

Speaking about the unity of sense-and formulates the phases in terms of predication, we can say that the first phase may be likened to a device programmed grammatical form folded, supporting forms of the word, and the second is the actual deployment of the grammatical expressions (or grammatical construction of in the narrow sense of the word). Stage grammatical structuring seen in the charts generation.

This is due to the fact that he reflects the design language the general meaning of the utterance. Naturally, in any of the schemes of speech production emphasizes the importance of grammatical and syntactic processing thoughts. On the formulation phase the organic union of the nomination and predication on the background of the implementation mechanism of deictic. At the same time included two main speech operations:

Thus, forming the level of speech production, the phases implemented and formulation simultaneously updated by the deictic mechanism word selection mechanism, the scanning mechanism and articulation temporarily program that implements and directly, and purpose during forming and formulating thoughts through language.

Naturally, that the statement of simultaneity of all operations at different levels based on certain assumptions. The first of these is to ensure that the brain - a multi-channel device that can perform operations within a single activity at different levels of mind control. We allow ourselves to assume that the implementation of deictic mechanism as occurs in normal background

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level of automaticity. For example, speaking only thinks about what to say and in what order. These actions are at the level of conscious activity.

No less important in the scheme of generating a third level implements. This level of actual articulation (speech) and intonation. Note that the program articulation and articulation tonic activity occur concurrently with the updating of the space-time conceptual schema together with the realization that deictic mechanism occurs.

The above levels of speech production process (impelling - shaping - implements) form, as already emphasized, the complex multifaceted flowing in process time, which was determined by L.S. Vygotsky as "the movement of thought to mediate it in the inner word, then the meanings of external words and, finally, in the words" [1, 333].

As we can see, the formation of deictic representations and statements concerning the correlation of the person, place and time through all levels naturally woven into the overall operations of the generation of speech.

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Virtual communication through the Internet and mobile communication; compression phenomenon

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Abstract

It is clear that compression as a verbal manipulation of the pressures in the era of information influence in a virtual discourse and the media acts on the one hand, as a factor that provides the format saving space and on the other - it realizes the inherent mechanism of verbal manipulation. This effect is provided by the stereotypes of verbal behavior: First, there is the psychological conditioning of a better perception of short messages and bright compressive in a message; Secondly, brief incentive to produce replica life-rooted objective situation: team orders; Finally, there is a widespread mechanism of language game, in a situation which manifested the rich possibilities of language compression.

Keywords: Compression, virtual communication, psycho-linguistic aspects of communication, the Internet.

Dominance of samples of speech has an overwhelming impact not only on the official television speech, but also other spheres of communication through modern means of communication. Such an approach to the nature of the interaction, initially acceptable to communicate in the genre of everyday dialogue, quite actively spread to other areas of human activi-

ty. According to Ashley Roach, a manager for the sale of software instant messaging services: - "With this program I can be sure that the right person to me is always available for real-time collaboration" [7, 6]. In a situation of business use of modern means of communication that are convenient to their rapid response, there has been the dominating position of the verbal conversation, despite attracts not only oral (talking on a cell phone, voice mail) but also written form of interchange (SMS messages, instant messaging in a local and global network). In such conditions the interaction with its many compression techniques at different levels of language obtains greater frequency of application. We consider it important to note that this fact is due not only suitable than one aspect features wrapped units and the possibility of development and realization of a new potency inherent in a compression phenomenon, but also the active dissemination of the language game of the mechanism in a situation different genres of communication with help of modern means of communication. Indeed language game gets ample opportunities for its realization using diverse techniques of compression of language, that demonstrates its multi-faceted nature. The essential point in bringing language

game mechanism in terms of communication in different spheres of human activity with the help of modern technical means of communication is the above-mentioned speech dominance in the genre of everyday dialogue that it is possible just through the use of modern technical resources. Thus, a decrease in the official style of the previously practiced writing business letters originally sent via postal services, further characteristic shipment in electronic form, which partly replaces an era of communication via instant messaging programs in real time. That it is possible just through the use of modern technical resources. Thus, a decrease in the official style of the previously practiced writing business letters originally sent via postal services, further characteristic shipment in electronic form, which partly replaces an era of communication via instant messaging programs in real time. That it is possible just through the use of modern technical resources. Thus, a decrease in the official style of the previously practiced writing business letters originally sent via postal services, further characteristic shipment in electronic form, which partly replaces an era of communication via instant messaging programs in real time.

It is clear that compression as a verbal manipulation of the pres-

asures in the era of information influence in a virtual discourse and the media acts on the one hand, as a factor that provides the format saving space and on the other - it realizes the inherent mechanism of verbal manipulation. This effect is provided by the stereotypes of verbal behavior: First, there is the psychological conditioning of a better perception of short messages and bright compressive in a message; Secondly, brief incentive to produce replica life-rooted objective situation: team orders; Finally, there is a widespread mechanism of language game, in a situation which manifested the rich possibilities of language compression.

Thus, the "game ellipsis" reflects the characteristics of a living speech. Moreover, this type of ellipsis is found not only in real live speech and discourse, by electronic means of communication, but also in literature, especially in demonstrating the dialogue of the characters. BJ Norman gives examples of the phenomenon of serious literature:

"We had even a Margarita, but she quickly" turned ": artist's model went to the artist on Lamanski, grandmother and the nurse had enough conversations for a year!" [5, 144].

We can observe the action of compression not only when the sampling techniques of this phenomenon at different language levels or the use of sustainable compressed language units, but also when there is an opportunity to connect the function of guessing, imagination in the process of perception of the message. Thus, we can conclude that the very nature of language representation of thought, with both internal and external, is riddled with compression phenomenon. Initially, the proportion sent character code and messages perceived different margin in favor of the received message. This assertion seems reasonable, because the process of perception of the sent message are connected not only knowledge of the language system and the properties of its functioning, but also guessing function, imagination, available luggage of general knowledge, past experience of perception, accounting directly perceived visual and / or auditory component of the addresser, especially possible prior experience with the last extralingual other factors. Undoubtedly, the sender of intentionally takes into account the above factors, the presence of which it assumes the addressee. In relation to this the time agree with EV Sidorov, quoting the following: "However, the implementation of communication ac-

activities speaker and a derivative from it construction of the text as a product that determine the properties are not the real degree of knowledge of the real addressee of the language resources that are often speaking little known or not known at all, but it is conceivable speaking property intended recipient's language" [6, 60]. Especially possible prior experience with the latter, other extra linguistic factors. Undoubtedly, the sender of intentionally takes into accounts the above factors, the presence of which it assumes the addressee. In relation to this the time agree with E.V. Sidorov, quoting the following: "However, the implementation of communication activities speaker and a derivative from it construction of the text as a product that determine the properties are not the real degree of knowledge of the real addressee of the language resources that are often speaking little known or not known at all, but it is conceivable speaking property intended recipient's language" [6, 60]. especially possible prior experience with the latter, other extra linguistic factors. Undoubtedly, the sender of intentionally takes into accounts the above factors, the presence of which it assumes the addressee. In relation to this the time agree with E.V. Sidor, quoting the following: "However, the implementation of

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real addressee of the language resources that are often speaking little known or not known at all, but it is conceivable speaking property intended recipient's language" [6, 60].

As an example, we present an excerpt, which demonstrated an attempt to present the recent history of our state in the form of a list of "keywords": "April, stagnation, failure, obstruction, corruption, prostitution, stagnation, acceleration, perestroika, glasnost, extremists, cooperators, batons, reform progress, the parliament, the rally of the opposition, consensus, revolution, resolution, decree, freedom, hunger strike, strike, leaflet" [5, 53]. In the above passage we are dealing with one of the variants of the language game, relying on the nominative function of the linguistic sign.

Thus, on the one hand we are faced with a phenomenon in which the language due to its flexible nature adapts to the prevailing conditions of development of society, revealing inherent in it a potentiality to change. On the other hand, there is the language changes are not temporary and situational defined, and gradually become the norm, accumulating and transforming the face of the contemporary language and contemporary culture of speech in general. Unfortunately, it must be noted that modern communi-

cation culture in conditions which often blurs the boundaries of real and virtual communication through the use of modern means of communication, as well as a high degree of information saturation of modern society brings change is not a positive way to the psychology of communication, the formation of values and the quality of the language. Professor, Dr. Sci. Sciences, vice president of RANS Kapitsa cited in this regard the outstanding Soviet psychologist Alexei Nikolaevich Leontief, astutely observed in 1965 that "the excess of information leads to the impoverishment of the soul" [2, 3]. According to scientists, the media should be aware of increasing responsibility before society, in particular in the formation of values. It is pertinent to add that modern technical communication resource is inevitably involved in the formation of new value orientations and the nature of interpersonal communication. the media should be aware of increasing responsibility before society, in particular in the formation of values. It is pertinent to add that modern technical communication resource is inevitably involved in the formation of new value orientations and the nature of interpersonal communication. The media should be aware of increasing responsibility before society, in particular in

the formation of values. It is pertinent to add that modern technical communication resource is inevitably involved in the formation of new value orientations and the nature of interpersonal communication.

It is quite legitimate question may arise whether it is appropriate to talk about the superiority of the proportional influence of values in the face of the modern language, characterized a significant share of compression is not always justified or predominantly conditionality communication format. The problem of speech, the impact of modern communications, the dominance of the virtual contact cannot but worry the experts in the field of linguistics, psychology, culture and scientific knowledge in general. In this respect it is appropriate to quote Zurab Kekelidze, Deputy Director of the State Research Center for Social and Forensic Psychiatry. Serbian: "If you look at people who communicate via SMS to communicate, it is minimal, and what is called the language of wealth - it is gone completely."

Thus, it is easy to note that as well as the well-known media, new technical capabilities is the world virtual discourse, not just reflect their surroundings, but also affect the social processes in society, the formation of values and, of course, the appearance

of the modern language whole. In the context of virtual discourse is similar to use in the field of action of the media there is emancipation "orally-speech elements" [3, 4]. Accordingly, the virtual discourse, language is not an artificial formation, and incorporates all the features of a live speech in the genre of everyday dialogue with the inevitable inclusion of specific items of their own, due to the space-time singularities. However, the linguistic units that differ significantly compression fractions, typical for a virtual discourse, and implemented in the SMS and Internet messages frequently and naturally flow into the oral communicative situations in real time. This is a manifestation of the virtual interaction and interchange and interpretation of real discourse.

Recently, in the print and television media often featured information about electronic nihilists who refuse to modern means of communication despite the apparent abundance of possibilities of the latter. In this seclusion traced two main reasons: a large portion of such audience tries to protect itself from uncontrolled information flow is significantly smaller proportion is guided solely by negative influence of modern communications. Importantly, the electronic intellectual nihilists presented the audience

enough. So, professor of philology from the University of Michigan Ross Chambers, completely renounce the use of e-mail, mobile phone, computer, confident that "electronic communication language causes great damage to the quality of language as such. There is a very strange phenomenon. Written English is mixed with spoken, and as a result suffers not only the accuracy of the statement, but, one may say so, the very idea! "[4, 21]. Toby Moore, author of "Dangerous Liaisons" says Linus, one of the most famous comic book characters Peanuts, who is afraid to part with his blanket, giving him a sense of absolute security of saying that a similar feeling experienced significant proportion of mobile phone users. Realizing the seriousness of the problem, we fully agree with the author that the questions dosing of communication, changes in language, provoked by the rapid consumption of modern means of communication, psychological discomfort pridazhe temporary detachment from the possibility of using the last received insufficient reflection and discussion at the moment.

Along with the etymology stands the so-called linguistic paleontology - a branch of linguistics, which aims to restore the "way of thinking", living conditions and spatial distribu-

tion of the original speakers of the language, from a study of its vocabulary, semantics and other features.

According V.N.Topor main task etymological analysis is the "determination of coordinates of different systems (phonological, derivational, lexical, semantic, poetry and the like) whose intersection generates a given word, and determining the path followed by the word" [7, 51].

To some extent similar to decipherment in which part on the immediate data, and based in part on indications mediated maximize recreates a particular process or multiple processes in their entirety.

Only the presence of certain phone-semantic matching of a word, making it possible to install it in the algorithm languages (particularly evidenced in the earliest monuments of writing) can bring him out of isolation, to give him the "right of citizenship" in the system of the language.

From the earliest stages of their development language is presented as an integral system of levels, categories, connections, which nevertheless combines different - chronologically, both qualitatively and quantitatively - elements. Etymological analysis usually gives the ability to set-word-forming and morphemic semasiological correspondence be-

tween the lexical and semantic elements, ie identify earlier, not certified in written monuments roots, shape, value, word-forming elements (archetypes archetypes or system) based on the later presented in the same language (internal reconstruction). On the other hand, it is possible to establish correspondences and within a few - closely (e.g., German) and - Languages (external reconstruction, e.g., based on a number of Indo-European languages). Such an analysis can also identify the earliest known ("source") the form and semantics of the language units (the root word), which is called the etymon.

Utmost importance for the etymology of a method of extrapolation: based on some phonetic or semasiological ties in synchrony or diachrony draw conclusions about the obligatory presence of other links are not directly attested, or about the possibility / impossibility of the existence of certain forms of relationships and processes.

Material heart ancient word symbol that is originally the sacral formula were vowels and vowel combinations (vocalic nodes). Form of the word was taboo for its values, and the value of taboo for the form. It is a combination of vowels (ai-, ia-, au-, ua-, ei-, ie-, eu-, ue (i) -, ou-, oi-) subse-

quently "overgrown" consonants and consonant to the right and left: the consonant originally served as "charms" (particularly taboo elements) for "sacral" vocalic combinations. Older protoform Indo words are modeled "non-syllabic vowel or vowel" (and also the combination of vowels) + consonant (consonant could stand only left or only right of the vowel or the left and right simultaneously [preformanty and determiners]). "These initial forms - the following: ab-, bha-, uab-; ad-, dha-, dau-, uad-; ag-, gha-, uag-; al / ar-, lai-, lau-, ra-, rai-, rau-, uar-, ual-; as-, sai-, sau-, uas-. Similar protoform possible with other vowels (e, i, o, u) »[2, 19].

Comparative-historical linguistics allowed the allegations about the presence of common elements inherent in different languages, as well as some of the general laws of development inherent in language. Based on this assertion is the presence of common bases Indo, which were isolated (listed) A.Valde [13, 32].

When words need to appeal to its semantics, which can be directly linked with the ancient symbolism and mythology. Therefore it warranted use in the etymological analysis of the data dictionaries of characters and mythology. Wherein different values are identified words possible combinations of

values, of which, then, may allocate basic value, and is important for establishing the initial root etymon.

After considering any symbol, such as a sword or a color (magenta), and analyzing its structure, it is possible to identify both real and symbolic component. First of all, the object is considered in isolation from the others. Secondly, it reveals a practical, utilitarian function. For example, a sword, or, with respect to color, only the emperor had the right to wear purple clothing. Therefore, when speaking of the emperor clothes, it is understood that it purple (as the symbol of power). Third, it reveals what makes the image of the symbol - of his "symbolic function." This reveals a special metaphysical significance. It turns out that the sword, iron, fire, red, god Mars, rocky mountain interrelated because constitute one "symbolic line."

Thus, the fire on the mythological representations associated with thunder and the god Perun. Fire sacrificed animals. There is a myth about how to obtain fire. Fire is a formidable and dangerous elements. At the same time he is home. Also playing a symbol and protector of nature.

In the dictionary of symbols fire is related to the concepts of life and health. Fire is a symbol of transformation. Fire designed to illuminate

and preserve the heat generated from the sun. I could clean from the contamination of or destroy the forces of evil. Fire is the way of energy which can be detected at both animal passion and spiritual energy in the discharge. Fire is the archetype of all phenomena. Pass through the fire - is to come to equilibrium within himself.

When the lexical-semantic analysis reveals the following correspondence: Greek - $\pi\upsilon\rho$ - Latin - ignis - French - feu - Gothic - $f\ddot{o}n$ - the Swedish sky - eld - English - fire - Russian - ogon - Sanskrit - agni- Avestan - $\bar{a}tar$.

Word for "fire" in different languages, are compatible with the concepts of "burn, burn", "heat, the heat," "light."

1. Indo-European root * $pew\ddot{o}r$, * $p\ddot{u}r$, * pun «fire, flame" (perhaps a comparison with the concept of "clean" / pure, French -. Net /). 2. The Greek $\pi\upsilon\rho$, gothic $f\ddot{o}n$, the British fire, German $vuur$, Roma $p\acute{y}r$ - «ashes». 3. Indo-European * $egni-$, * $ogni-$ «fire» (perhaps the comparison with the concept of "knowledge" / Knowledge, English -. Knowledge, cognition /). 4. The Greek $\phi\acute{\omega}\varsigma$ - «light». 5. The Italian $fuoco$, French feu , Latin $focus$ - «space for the hearth, home." 6. Sanskrit $tapas-$, Avestian $tafnah-$ «warm» Latin $tepor$ - «heat". 7. Irish $\bar{a}ed$, Greek $\alpha'\theta\omega$ - «light, light." 8. $vatra$ Ukrainian, Ro-

manian vatră - «a place for fire, fire." 9. Sanskrit vahni <vah- «carry, transport», Agni - «fire", Sanskrit anala <an- «talk».

Allocated values: 1) purification; 2) knowledge of the symbol, the knowledge transfer, speech;

3) a symbol of warmth, life, movement.

Perhaps the selection of the main values (Indo-European root * as- "burn, burn", "heat") - fire - heat, heat. Other values thus will act as purchased or semantic transitions will be observed.

Speaking thus of the lexical-semantic universals, it is necessary to understand some of the common, basic laws that apply to the word, but it is also necessary in any analysis, including etymological, to take into account the historical way of expression and the changes in value that occurred at different times . Thus, semantics, and opportunities for development will take into account the value of speech in combination with other elements, and the basics.

The main Indo-European roots of the matter: ab- «water», bha- «shine, shine, shine», uab- «scream, call, complain», ad- «establish, ap-

point», dha- «connect», dau- «burn , annealing, "" wound », uad-« upward, upward "; Ag-"develop", "grow», gha (bh) - «miss understand," "to perceive», uag- «scream"; al / ar- «on anything", "pass on anything», lai- «greasy, fat», lau- «enjoy the respect, Fiduciary eat», ra (bh) - fury, fury, rage », ual-« to be strong, tough, "as-" burn, burn "SAI-" suffering "," disease "," wrong », sau (el) -, sauol-, suel-, sul-« sun », uas (to-s) - «terrible».

By substituting these roots allocated as basic with etimologizirovanii may identify other seed, developments and changes of data values.

Thus, the methods used in the etymology as search phonetic matching, the search etymon, i.e. basic values, and the identification of additional values using data symbols and mythology, may be used in other areas of linguistics, when operating with a word.

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Some aspects in characteristics of the hero based on the English-language folklore

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Abstract

The article is devoted to studying the referential aspect in portrait characterization of the hero on the material of the author and (folk), the English-language literature. Due to the referential component communicates actually created in a particular literary work, a conceptual material both author and recipient. Portrait characteristic of the character is an integral part of the ideological and artistic conception of the author. Her true perception allows you to properly understand the work as a whole, as well as to adequately translate into another language. As is known, the author's fiction came later folklore and, perhaps thanks in part to the oral folk art. According to the prominent Russian philologist academician, poetry origins lie in the national ceremony. Originally poetry was a song performed by the choir and accompanied by music and dancing. It happened in the syncretism of an era when the arts existed junction. Through the syncretism forms of art is the development of all the peoples on earth, but not everyone came to their separation. Unlike myths, folklore is considered an art form. That it is also reflected shaped pattern of the world's people living in the more developed societies, economically and politically. However, the naive picture of the world and, as a rule, the straightness and uniformity of the storyline, imaginative picture of the world in different nations was reflected in the original materialized metaphorical images that are heard not only through the verbal code to the listener or the reader's consciousness. Initially, folklore works were presented to the recipient how to take action. Mythological subjects perceived the accompaniment

of musical instruments as well as, for example, in the eastern Slavs tales of heroes-heroes or ancient Oriental epics of Gilgamesh. So to create unique images of the characters and the world around them. Every time a picture of the world received the configuration that selects the narrator. Therefore, there could be no repetitions. Even with the advent of writing texts copyists allowed "freedom", associated with the inaccurate reproduction of the original, for various reasons, including in connection with poorly understood source text. Suffice it to recall various embodiments tales and other genres folklore recorded in different versions, different collectors.

Keywords: aspect characteristic portrait, author, fiction.

Describing artistic creativity, which includes folklore, it should be recalled that it is the spiritual and aesthetic development of peoples has led to their different types of art, including literature. High sensual perception of reality has pushed the man to express all this in words, for the understanding of which is not enough to know the language and culture, it is necessary to perceive the shaped component, to isolate the particular perception of the world and be able to decode the images embodied in the characters. Communication actually created in a particular folklore, with the conceptual material is mediated by a number of components, one of which is referential. For example, in the description of a folk character encountered established adjectives concepts and conceptual material, included in the so-called cognitive base and, therefore, understandable for any recipient: He was

very brave and strong. He was the strongest man in the whole country. He was stronger than thirty men. Tells Beowulf, an indication of which comes through definite descriptions. Beowulf is assigned to the exorbitant power which is transmitted not only through the repetition of the epithet "strong", and through the comparative and superlative of this adjective, which inevitably leads to quality enhancement (a special kind of graduation). An essential factor in the comparison is an object phenomenon situation, action and m. P., on what is being compared. In this case, it is clear examples of any person: the whole country and thirty people - both extensively along reference attachments and reflectively perceived by the will of the creator of the image, being unambiguous in their state. Anaphora He was also enhances the impression of the power of the hero. Thus, referential component "car-

ries" the recipient itself to FIG character through repeated multiple (He was) and a plurality of reinforcing impression adjectives in varying degrees comparing related to referential indicators (unique words). It should also be noted that as used referential components different parts of speech: pronoun - He; whole; adjective - brave; strong; (Strongest; stronger); noun - country; men; numeral - thirty. Denotative situation recreated by the recipient in accordance with the referential aspect has virtually no errors, despite the fact that in front of us - a metaphor deployed, including words with abstract meaning (conditionally accepted, and on the merits). These words take on quite a palpable sense of it in the text. References can be called direct because of his own name and assigned to it a definite description, which has a clear and intelligible sense, hyperbolic comparisons easily translated into any language, because the concept of the content included in the so-called cognitive base of all mankind. Such examples of reference characteristic of folklore. However, we must remember the referential aspect depending on the genre of the work. In the first case it was considered an example of the heroic epic, the following is a simple poem "591 My Little Wife» [4, 591], which also has a definite description leading

seemingly to indirect references: I had a little wife, The prettiest ever seen, She washed up the dishes , And kept the house clean. She went to the mill To fetch me some flour, And always got home In less than an hour. She baked me my bread, She brewed me my ale, She sat by the fire And told many a fine tale. The poem is a detailed explanation of why the little wife to the hero, on whose behalf the story goes, was the prettiest ever seen. But we do not know neither the name of the hero, or his wife's name; before us the image of women's activities, which has never sat idle. This effect is achieved by means of predication. The most frequent use of verbs than adjectives: washed; kept; went to fetch; got home; baked; brewed ale; sat and told shows, on the one hand, on the dynamic image, on the other hand, the absence of a referent, and thus the reference. Unlike proper names, in predicates no referent, but there is only a certain amount (extension), ie the set of all objects in respect of which that term is understood as the predicate true. From this concept, so that the authentic bearers of reference from the language are bound variables, and in natural languages are closest to, to be considered as their counterparts, pronouns [7, 222]. in predicates no referent, but there is only a certain amount (exten-

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So, this definite description denotes (denote), but does not indicate (refer) to a specific object, ie it is denotative, but not referential, reference is opaque... Such qualities can have a certain set of subjects, including some "ideal" . In the latter case (fastening descriptions for the "ideal") referential aspect will be present as the case - display concrete proof.

Traditional literature and, in particular, may be mentioned approach folklore for describing another character - flies [4, 1114]: Come hither, hither, pretty fly, with the pearl and silver wing; Your robes are green and purple - there's a crest upon your head! Your

eyes are like the diamond bright but mine are dull as lead!

Compared to the previous example in this case emphasizes the adjectives, adjective and comparison: pretty; pearl; silver; green; purple; like the diamond bright. Definite description is directly related to "fly", pointing to the reviewer of "The Fly", however, if in the previous case, reference is difficult due to the lack of a proper name or a demonstrative pronoun, that would indicate the referent, and the correlation with the reality cannot be considered "transparent ", in this case it is necessary to pay attention to the selection of a particular object with a generic-specific and detailed descriptive indication. In addition, repeat adverbs hither, hither is a bond to a certain place that would seem to strengthen "the position of" referential aspect. However, to this description, we can apply: "Once there was a fly," or "the entire fly", "any fly" Despite all the descriptions that accompany this character. Therefore, as in the previous case, the denotation is present, and there is no direct reference. If the flies were name as the famous character Korney Tchaikovsky Flies Boldly Buzzing and unique definite description: Fly, Boldly Buzzing Fly, Gold plated belly! Fly on the field went fly coin found. Mocha went to the market and bought a sam-

ovar ..., then we could talk about a clear reference, aspect of the case-reference. In contrast to the folklore, in the author's fiction portrait characteristics of characters is more detailed and is, rather, "the author's exquisite" inherent to an author and his style. Thus, for example, O. Henry in its story "Girl" gives a detailed description of the character [6] Hartley cast a quick, critical, appreciative glance at her before speaking, and told himself that his taste in choosing had been flawless. Vivienne was about twenty-one. She was of the purest Saxon type. Her hair was a ruddy golden, each filament of the neatly gathered mass shining with its own lustre and delicate graduation of colour. In perfect harmony were her ivory-clear complexion and deep sea-blue eyes that looked upon the world with the ingenuous calmness of a mermaid or the pixie of an undiscovered mountain stream. Her frame was strong and yet possessed the grace of absolute naturalness. And yet with all her Northern clearness and frankness of line and colouring there seemed to be something of the tropics in her - something of languor in the droop of her pose, of love of ease in her ingenuous complacency of satisfaction and comfort in the mere act of breathing - something that seemed to claim for her a right as a perfect work of nature to

exist and be admired equally with a rare flower or some beautiful, milk-white dove among its sober-hued companions

From the age and ending with the heroine outfit, O. Henry creates nothing unique image Viveny - the main character of the story "The Girl." It uses a palette of colors speech means of artistic expression and the possibilities of the English language; detail in portrait characterization, his manner very similar to the author of Russian natural school - is enough to recall the description of Ilya Ilyich Oblomov in the eponymous novel by Ivan Aleksandrovich Goncharov. "Physiological sketches", since the forties of the XIX century, has become almost the most "fashionable" genre fiction, gave further impetus to the development of a realistic image of the method of heroes, and in the image of the characters developed the ideological content of works of art - criticism of the dark side of urban civilization, compassion the "little man"

Along with the complication conceptual content product is detailed image of the character, each item has its art meaning. Thus, in describing Vivian, the author, on the one hand, it describes the appeal of the heroine, comparing it to something with the pixies - the pixie of an undiscovered mountain

stream (good little creature in the folklore of south-west England, in the counties of Cornwall and Devon, in some novels, pixie incarnated souls of infants who die before baptism), then a siren - a mermaid, which, on the contrary, the creation of evil that seeks to kill his singing (antithesis). Using referential sending (in comparison), O. Henry shows that under the outwardly calm and pleasant, nice views lies a calculating mind, something tells mystery, intrigue pumps. And this "something" - some contradictory, innuendo in the form along with a detailed description. All this fascinates and captures the reader. Vivien image is recognizable, the reference, it has a proper name, which, on occasion, can become a household name.

Agatha Christie's "Orient Express" through the protagonist, detective Hercule Poirot, reports portrait characteristic of the female character, so there is a "double reference": on the one hand, the correlation with the female character, and on the other, by Poirot as a careful investigator, notes the smallest details, coolly lowering the emotional, expressive language, concentrating on the major symptoms: She was, he judged, the kind of young woman who could take care of herself with perfect ease wherever she went. She had poise and efficiency. He rather

liked the severe regularity of her features and the delicate pallor of her skin. He liked the burnished black head with its neat waves of hair, and her eyes - cool, impersonal and grey. But she was, he decocted, just a little too efficient to be what he called ". Jolie femme" Strong, never lose your head, kind of business, strict regular features, cold and impassive gray eyes, too business-like - here is a list of epithets, which awarded the heroine supervisory Poirot. Just what it is: a young woman, her easy manners, clear pale skin could somehow mitigate somewhat alarming image of a female character, but Poirot concludes: "But pretty it does not name - she was too business-like." Thus, Agatha Christie reaches incredible effect - in portrait characterization of the character we learn about another character - two referents, and have definite descriptions and proper names. cold and impassive gray eyes, too business-like - here is a list of epithets, which awarded the heroine supervisory Poirot. Just what it is: a young woman, her easy manners, clear pale skin could somehow mitigate somewhat alarming image of a female character, but Poirot concludes: "But pretty it does not name - she was too business-like." Thus, Agatha Christie reaches incredible effect - in portrait characterization of the

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acter - two referents, and have definite descriptions and proper names.

- She writes about her character Arthur Conan Doyle's novel "The Lost World." This portrait characteristic is the complete opposite of the previous example, since Conan Doyle depicts the embodiment of femininity: somewhat dark skin, almost like Eastern's women, raven hair, big eyes languishing full, but perfectly outlined lips - all this speaks of a passionate nature. To create an image of the author resorts to known epithets, using referential sending - a comparison with the eastern women, which in itself has a rich presupposition, since the image of Eastern European women have long been the referent has a particular, recognizable descriptions. The attractiveness of the image - one of the known techniques, making it possible to "sit" read the product to the end. Proper name, of course,

Thus, the particular referential aspect directly affect the perception of the portrait image of a character and copyright art. However, with the features of the referential aspect of these two types of literature associated primarily different attitude and perception of the world created images. For folk literature, particularly in the early stages of development, characterized by a naive view of the world and as a

consequence of the same type in the transmission of images of heroes (it is peculiar to all linguo cultural communities). When translating works of literature is impossible to ignore as to

create an adequate and effective transfer must not only know the language, but also well-versed in the referential aspect.

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Great Azerbaijan and Researcher Jafar Khandan On the life and the legacy of Nizami

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Abstract

In this paper "Jafar Khandan's life and artistic heritage of Nizami", the author analyzes the article by Jafar Khandan about the great legacy of Nizami. At the forefront of the article Jafar Khandan researched individual scientist - literary critic of Nizami heritage. The author shows that the example of poems "Treasury of Secrets", "Khosrov and Shirin", especially Khandan explores the characteristics and specificities of artistic creativity of Nizami. The literary activity of Nizami is researched basing on the works of Nizami's poems. Jafar Khandan's researches are investigated about Nizami's using chances of folklore, the richness of people's spirit in his works, the content, idea qualities of his works benefitting from folklore.

Keywords: Nizami's poems, Jafar Khandan, Azerbaijan Poet

Statement of the problem. Nizami Ganjavi, who began by writing lyrics in short forms – gasida, gazal, rubai, soon compiled an anthology, Divan, and gained fame as a favourite and esteemed poet not only in the Near and Middle East, but also on distant shores. It is no accident that Muham-

mad Ovfi, who was engaged in literary activities in the palace of the Turkish sultan Eltutmush in Delhi, praised Nizami's art in his narration Lubabul-elbab (The jewel of the select). The Indian poet Amir Khosrow Dehlevi (1253-1325) who lived a century after Nizami and who wrote his works in

the Dari (middle Persian) language, as was traditional at that time and who was born into the Lachin family of Turks, was one of the first world-known poets to answer the Azerbaijani's Khamsa.

The genius son of Azerbaijan, Nizami Ganjavi, shed the light of his creative synthesis of progressive humanist thought and inimitable poetic art across the world over the following centuries. Brought up in the environment of Ganja, which was a Near and Middle Eastern centre of science and culture of the in those times, this allowed the young Ilyas to study developments in science and philosophy.

Sultan Muhammad, the Khamsa of Nizami, British Library, Or. MS 2265, f.18r. Old Woman complaining to Sultan Sanjar. 1539-43, border replaced in the 17th C

After devoting his youth to the study of sciences, he wrote his first poem when he was already 30 years old. He inscribed his name forever in the annals of art with his five poems, Treasury of Secrets (1175), Khosrow and Shirin (1180), Leyli and Majnun (1188), Seven Beauties (1197) and Iskander-Nameh (1203), presented to the world of literature over the next 30 years. They laid a strong foundation for the great Nizami school of litera-

ture which continues to exert its influence nowadays.

Humanity is the motif at the very heart of Nizami's poetry and the poet regarded it as his sacred mission to apply every ounce of creativity to the service of his people. In this lies the immortality and eternal youth of Nizami's art through the centuries. His works have been translated into Western as well as into Eastern languages from time to time and played their role in humanity's moral development.

Unfortunately, Nizami is still sometimes represented as an Iranian poet in certain academic circles, whether through ignorance or with deliberate intent. The best response to this is regular publication, popularization and translation of the works of the Azerbaijani genius by his own compatriots. It has to be said that no extensive research into Nizami's work is being undertaken in countries like Iran.

There is convincing evidence to place the poet within Azerbaijani history: Both Nizami himself and all medieval sources which wrote about him confirm that he was born in 1141 in the city of Ganja, one of the ancient cultural centres of Azerbaijan and a capital of the Azerbaijani Atabey's state (1136-1225); he lived and created in Azerbaijan throughout his life.

Byzantine, Georgian, Armenian and Arab historians confirm that Turks comprised the majority of the population living in Ganja city and its surroundings at least from the 5th century onwards and through Nizami's lifetime. His poem *Leyli and Majnun* contains much autobiographical detail, including that his mother was a Kurdish woman, and in *Seven Beauties* he refers to himself as *ikdish* (this word is a pure Turkish word), in other words of mixed parentage:

*Nizami ikdishe khalvatneshinast
Ke nime serke nime angabinast.*

(Translation:

Nizami is an *ikdish*, sitting in a secret place He is half vinegar and half honey.)

By 'vinegar' Nizami means his Kurdish mother and 'honey' refers to his Turkish father. If his father had been Persian then a child born from his marriage to a Kurdish woman belonging to the same ethnic group could not have been considered *ikdish* (for example, a child born from the marriage of an Azerbaijani Turk to an Anadolu or Jigatay Turk is not considered *ikdish*). Moreover, the use of a Turkish word to express this concept underlines his ethnic origin.

Nizami saying *Torkiyemra der in Hebesh ne khervend* (Nobody sees my

Turk origin) in another part of the poem again hints at his ethnic origin.

There is a concept of an Azerbaijani School of Poetry in medieval history and it implies the literature created in the Dari language on the territory of Azerbaijan during the 11th and 12th centuries. It is also known as *sebke Azerbaijani* (Azerbaijani style) in contemporary Iranian literature research, and international scientific workshops are held on this topic. This school, whose greatest representatives were the Azerbaijani poets Khagani Shirvani and Nizami Ganjavi, also gave world literature the poets Gatran Tabrizi, Falaki Shirvani, Mujiraddin Beylagani, Izaddin Shirvani and Givami Mutarrizi, all writing in the Dari language.

There are many cases when, for different reasons, poets wrote in the official language of that region rather than their native tongue. As regards the Near and Middle East, Arabic was the sole literary language in the 7th-10th centuries, and Ibn al-Mugaffa, as-Saalihi, al-Tabari and many others who were ethnic Iranians wrote their works in Arabic. Also the Azerbaijani poets known under the name *al-Azerbaijani* at that time wrote in Arabic.

Thus it is wrong to call Nizami and other great representatives of the medieval Azerbaijan poetry school Iranian-

an poets simply because they wrote in the Persian language. In the same way that the Iranian poets mentioned above, who wrote in Arabic, do not belong to Arabic literature.

Nizami's whole creation is imbued with a love of Turks and of belonging to the Turks. Much research has been done on this, leaning heavily on the poet's own works, and his Turkish origin has been proven. Many of his grandest images are those of Turks and others' positive human features are compared with those of Turks.

The image of Shirin in the poem Khosrow and Shirin presents plenty of examples.

Some researchers into Nizami's poetry have wrongly called Shirin an 'Armenian princess', as her aunt, Mahin Banoo was a ruler of the Arman state. The following arguments establish the true identities of Shirin and Mahin Banoo.

Mahin Banoo was the ruler not only of the Arman state, but also of the states of Arran, Mugan and Berda, all part of the present Republic of Azerbaijan, as well as the Abkhaz state, now part of Georgian territory. Arman was merely the mountainous part of this state, which was used as summer pasture.

*Be hengama khazan ayad be Abkhaz
Koned bar gardana nakhjir parvaz
Zamestanesh be Berda meylchirest
Ke Berdara havaye garmsirast*

Translation:

(Mahin Banoo) in every climate and in every season

Chooses a certain place for herself.

In the season of flowers she goes to Mugan

To set foot on the verdure

In summer she moves to the Arman mountains,

In autumn comes to Abkhaz

In winter prefers Berda (Khosrow and Shirin. Baku, 1981, p.63)

Arman is just the name of an area and has no direct connection with the Armenian ethnonym. The people who migrated to the territory of Arman and were known as the Armani, in other words those who live in Arman, actually call themselves Hay and their country Hayastan.

The word Arman is connected with the words rum and roman in Arabic. In the poem Khosrow and Shirin, Nizami repeatedly calls Shirin and the people around her Turks. In part of the poem, Mahin Banoo, while instructing Shirin compares Khosrow with, the legendary Iranian ruler Keykhosrow, and themselves with Afrasiyab, the legendary Turk, leaving no room for

doubt that both Mahin Banu and Shirin are Turks. The poet presents this argument on behalf of Mahin Banoo:

Gar u mahast ma niz afitabim,
Va gar keykhosrovast Afrasiyabim.
(Khosrow and Shirin. p.63)

Translation:

If he (Khosrow – T.K.) is the Moon we
are the Sun
And if he is Keykhosrow we are
Afrasiyab

Nizami's love for his native Turkish nation was so strong that even in the poem Leyli and Majnun, based on an Arab legend, he depicted Leyli and the beauties around her as Turks. In one part of the poem, while describing his female heroes, the poet writes:

Leyli went out of her apartment.
She was surrounded like a gem by a
group
Of beauties with the honeyed lips of
her tribe.
They were called Turks who lived in
Arabia (bold added –T.K.).
(Leyli and Majnun, p.96)

The love for the Turkish nation in the poet's last works, Seven Beauties and Iskendername, is revealed overtly in the images of Fitna, Nushaba and a Chinese princess (in fact a Turkish princess) presented with great love for

the Turkish image. Moreover, the poet calls his favourite hero, Iskender a Turk with the Rum (Roman) crown. Monument to Nizami Ganjavi. Baku

In Seven Beauties, he calls himself Turk, a symbol of whiteness and purity, but the ignorant people around him are referred to metaphorically as black, Habashes (Ethiopians) he says Torkiyemra der in Hebesh ne khervend (Among the Habash, nobody sees my Turkish origin).

Nizami, who deals extensively with social motifs and political problems in the poem Treasury of Mysteries, cites an example of medieval Turkish state structure for the ruler of his time and writes:

*Doulata torkan ke bolandi gereft
Mamlakat az dad pasandi gereft*

Translation:

When the state of the Turks was rising
It was liked because of its just management.

Nizami who was not xenophobic, at the same time did not hide his love for Turks as his native people. It has been definitively proved that the Qom version (the invented story of Nizami's father migrating from the city of Qom in Iran to Ganja) which was interpolated into the poem Iskendername in the 18th century and does not exist in any of the reliable ancient manuscripts of the Khamsa, is a

complete fabrication and beneath criticism.

Thus, Nizami Ilyas ibn-Yūsuf known to the world by the name Ganjali (a resident of Ganja city) was born in Azerbaijan, was a son of the Azerbaijan land, named himself ikdish – as his mother was Kurdish and his father was Turkish, openly expressed his love for his native Turks in his works and distinctly reflected his pride in his ethnic origin.

Jafar Khandan's researches about Nizami. In view of all the above and in spite of the fact that he wrote in the Dari language, we have every reason to recognize Nizami Ganjavi as an Azerbaijan poet, an ethnic Turk and an exponent of Turkish artistic and philosophical thought. Jafar Khandan (Jafar Zeynal oglu Hajiyeu), Head of the Department of History of Azerbaijan literature ASU. Author of the first monograph on the work of the founder of Azerbaijan satire MA Sabir ("Sabir", 1940), the first in Azerbaijan textbook "Theory of Literature" (1940), the first study of the literature of the Iranian Azerbaijan(1949).

Written in conjunction with Khandanom Jafar Mammad Arif textbook for "Soviet literature" High School (1939) withstood 17 publica-

tions [1, 48]. Back in the forties Jafar Khandan carefully studied the heritage of Nizami, examined the position it occupies, as in Azerbaijan, as well as in Middle Eastern literature. He expressed valuable opinions on Nizami lyrical works, especially his large-scale five poems. He showed an interest in the study of Nizami heritage, as well as research and analysis of this heritage. As one of the leading personalities of his era, he influenced the literature of the Middle East nations, as well as on the development of their thinking. He enriched our literature with valuable ideas on the holder of progressive ideas, as well as the great master of his craft Nizami. Jafar Khandan, as well as their predecessors H. Arasly ("The Life of the Poet" Baku 1940, 1967.... "Nizami" Baku 1947), Mubariz A. ("Nizami and our era of" Baku 1947) explored the heritage of Nizami has since the beginning of the last century. Jafar Khandan's followers continued his work of making a huge contribution to the development Nizamiships. Since then, the research of Nizami led scholars such as M. Guluzade (Nizami Ganjavi. Baku 1953), Bertels ("The great Azerbaijani poet Nizami". Baku. 1958), A. Agayev ("Nizami and world literature" in Baku. 1964), A. Abbasov ("Poem" Iskendername "Nizami" Baku 1966) J. Khalilov ("Lyrics Nizami" Baku

1968.... "Renaissance in the East" Baku 1982), Mammad Jafar ("The World of Nizami ideas.. . "Baku. 1981), Azad R. ("Nizami "Life and work". Baku. 1979), H. Arasly ("Nizami and Turkic literature". Baku. 1980), Jahani G. ("Nizami traditions in Azerbaijan literature". Baku. 1979), H. Huseynov ("Nizami" Treasury of Mysteries. "Baku, 1981), R. Aliyev ("Research on the biography of Nizami". "Azerbaijan" magazine. 6. number 1981) in a study of the heritage of the great role of Iranian scientists Rzazade Shafaq, Saeed Nafisi, Badiuzammana Foruzanfara, Vahid Dastgirdi, Turkish scientists Ahmed Ates, A. Levent Ali Nihat Tarlan, N. Gyandzhosmana, Indian scientists Shibli Neman, Fashion. Nizami heritage studied and investigated as in the Soviet period and in the period of modern Azerbaijan. In the study of this heritage Khandan not small role as a poet, scholar and translator. In the postwar period, a number of literary critics such as M. Arif, H. Arasly, M. Rafili, M.J. Jafarov, Mir Jalal, Rzaguluzade M., F. Gasimzadeh, A. Sharif, John. Jafarov, A. Agayev also played a significant role in the study of Nizami heritage. Khandan is also active in the field of criticism and literary studies (modern Azerbaijan literature. The manual for high schools. Baku, Baku University, 2007 str. 504) Jafar

Khandan analyzes the third poem of Nizami "Leili and Majnun" by Nizami, is widespread in Eastern, and folk literature. It noted the fact that the poet wrote this piece when he was 47 years old. Khandan emphasizes Nizami thought that a person should never be humiliated, he must respect his personality. Khandan also notes that Nizami criticized people who lose their life for any troubles and surrendering on every occasion [Arch.No.1143]. He notes that in the face of Majnun Nizami displayed the typical positive traits for a good man. In the works of Nizami Majnun described as a sentimental poet, possessing good character sympathetic. Failure to reach this man his favorite, gives the reader a feeling of hatred for the laws of society, as well as the customs and traditions of that time [Arch.No.1143]. The work explores the fate of women and society; create unfavorable conditions for the representatives of the fair sex, which later served as their tragedy. In the poem, Layla is seen as the typical image of Azerbaijani women in the era of Nizami. "The image of more than Layla connected with the real world. Owing sincerely loving soul Leila, at the same time was powerless before the laws of society. Life in this society is ruining her wishes, she separates from her chosen one. She was forced to

marry a man she did not love. But she remained faithful to her beloved "even at the last breath [Arch.No.3143]. In fact, living in the period of feudal and patriarchal laws, Layla and Majnun want to build a common future in accordance with their desires and dreams, despite the official ban and dogma of society. Pure holy love unites two young for heavy trials of life. Realizing that oppose society, they tried to hide their love and relationship, but it was useless:

Though his attempts have our destiny because you can not hide the truth about our love.

In this work, with a tragic end, we can not find exactly the bad characters, as in the role of the destructive power of the poem serves society as a whole, it feudal - patriarchal laws and customs [Arch.No.in 2152].

Jafar Khandan says that Layla despite his sincere love for Majnun, can not resist the laws of society and breaks up with him. Khandan also focuses on the fact that the woman married to a man she did not love Layla, Majnun remains true to the last days. Khandan notes that in the poem "Seven Beauties" by Nizami talking about the legendary life of Sassanid shah Bahram. The life of the founder of the Sassanid dynasty, ruler Bahram Gur 10 is reflected in the work Firdovsi

"Shahnameh". Other researchers have also noted that the poet in this work, as in other poems put forward the "image of a just ruler." Jafar Khandan said that this issue allows him to continue, "the image of a just ruler," created in the works "Treasury of Secrets" and "Khosrow and Shirin": "The main character works Bahramshah is a smart, fair and competent ruler." He saves the country from foreign invasions, implementing reforms on urban restoration, opens granaries to the people. All these qualities are the ruler of dreams Nizami "[Arch.No.1144]. The researcher, together with the positive character traits of Bahram says his negative qualities. After purchasing power Bahram becomes the other. He is fascinated by seven beauties, forget about the welfare of the people, it becomes worthless ruler. Bahram have forgotten their duties, and in the meantime the internal discontent contributes to the mercy of the country's wealth. Begin tragic days for its people. Critic focuses our attention on the fact that Bahramshah directs the true path ordinary shepherd. Choban (shepherd) punishes the dog, which, together with the wolf eliminated the sheep flock:

For this error I hang you said that will not open until you die

So do not treat family No you will not say bravo well done

After these words, in the eyes of Bahram disclosed. He takes the example of the wise man:

There is truth in the words of the wise Shah took a vivid example was the sign over to him that he understood Shah

The story I 'is native Shepherd I and my subordinates herd if my rules are not the same people would Attorneys did evil

Vizier, my dear, dearer to me than a brother all the time Caring for my flock

Let him say what country collapsed What is the reason for this ugliness? [3].

Scientific researcher Mammad Arif wrote: "Subject wise and just ruler dominates the work of Nizami". Nizami wrote always open about their desires about a just ruler. According to the laws of that era, Nizami, like their contemporaries mainly devoted padishah works. In his poems he gives sage advice instructive rulers, urging them to be worthy sons of the people who are entrusted with the lives of millions of inhabitants of the country. He advised them to be generous, wise and far-sighted policy of the country. Nizami always reminded governors that state decoration is a fair government of the people [Arch.No.9].

Jafar Khandan reveals the "Seven Beauties" ideological quality of the po-

em as follows: "Nizami describes as Bahram asks the cause of action Choban, hang your dog and it turns out that the flock was destroyed by the same dog, which is considered the true shepherd. Bahram draws conclusions from what he saw and knew that smash home from inside some of its attorneys, punishes them. Inspired by seven beauties, Bahram faced with the difficulties of life, and to conclude from this "[Arch.No.1144].

Jafar Khandan said that Nizami shows an example Bahramshaha, the evolution of the rulers, and gives tips padishah instructive in people management. Nizami also touches topics hobbies padishahs carnal pleasures, and their lack of time on the problems and business people. At the same time, Nizami notes incorrectness of such an attitude to the people. Bahramshah been involved for carnal pleasures instructs the management affairs of the people of his friend Scooter Rast Ravshan. Vizier being far from an angel, by agreement with the Shah naib begins to exploit the people and plunder its wealth. He puts his dirty plans for higher living standards. Rast Ravshan, devastated treasury, robbed the people, the army crushed in the end is betrayal. This tyrant Khan urges the Chinese to attack Iran.

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About the phenomenon of national and new approach to anthological homonyms terms

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Abstract

Article proposes a new approach to anthological homonyms terms. Analyzes the homonymy of terms in the English terminology of rail transport, resulting from differences in the national picture of the world and cognition of the British and Americans. On a material of Russian and English railway terminology explores the most typical cases of homonyms in industry terminology. In an ideal system, each term terminology, which is one of the components of the study and designed not only very accurately express the scientific concept, but also serve as a tool of knowledge, should occupy a certain place, and relate to only one concept. In other words, the most important criterion is the term for one correspondence term definition. The principle of unity of expression and content, "sound symbolism" and value is essential for implementation of the semiological function - distinguishing features, indicating the differences between the individual units of language and therefore forms the basis of linguistic expression. Some linguists, relying primarily on the symbolic nature of the term, it is believed that in cases of violation of terms "sign law" fundamentally excluded, because otherwise the sign loses one of its main functions - separation of functions. When referring to the classic linguistic work, you may find that in them was overcome absolutisation term. Thus, noted that "in the term trends, ie unambiguous.; in fact it is more difficult, as in the field of terminology has polysemy".

Keywords: Anthropology approach, homonymy, the term-logy, railways, national picture of the world.

Today, few who argue that the term should certainly be unique since the terminology - it is such a semiotic system, which, as part of language is largely subject to the same lexical semantic processes that the vocabulary of the language as a whole. The term is not just a sign pointing to a specific element in the system, but is also a lexical unit that operates according to the laws of natural language. In other words, the desire for uniqueness in terms inevitably encounters a natural barrier and is "increasingly perfect wish than an achievable reality" [3, 70].

Thus, the term, having the inherent characteristics of units of semiotic systems in general, on the one hand seeks to implement the mutually conformity mark and concepts, on the other hand - we often observe in terminology various cases of deviation from the principle of mutually unique correspondence.

One of these disorders is to use a single lexical unit to designate several concepts. Similar cases of asymmetry relations between the concept and its name can be qualified as polysemy or homonymy.

According to the Explanatory Dictionary L.L. Nelyubina under po-

ICEM understood ambiguity lexical units [11, 157]. Homonyms are same "words belonging to one part of speech and equally sounding, but different in value" [11, 128].

It should be noted that in and vernacular language polysemy estimated linguists as a positive phenomenon, because, as V.V. Vinogradov noted "no language would not have been able to express each specific idea of independent words or radical elements. Specific experience is limitless, resources as the richest language is strictly limited" [2, 15].

As regards homonyms, among linguists there is no unity of views on this phenomenon in and vernacular language. Thus, A.A. Reformed pointed out that "homonyms - is mainly the result of coincidences, and it is unlikely right those researchers who argue that education homonyms - is enriching the vocabulary of the language. Rather, homonyms in all cases - it's unfortunate failure to distinguish what should be different. Therefore, the positive role played by homonyms only in puns and jokes, which just need a "play on words", in other cases, homonyms - only obstacle understanding" [7, 94].

Different point of view adhered R.A. Budagov, believes that "homonyms may interfere with each other only in very rare contexts. In practice, however, and in such cases the inconvenience caused by homonyms, is temporary as the language in advance eliminates the homonyms of the areas where they are uncomfortable. And, most importantly, homonyms penetrate deeply into the national language, where existing, they do not interfere with anyone" [1, 55].

As for the language for special purposes, the assessment of linguists phenomenon of ambiguity in terminology more definite. Obviously, the use of a single lexical unit to designate several concepts is a serious terminological problem since the terminology where the terms are intended to accurately express specific terms and designate special items, the ambiguity can not only slow down the process of decoding the message, but also lead to lack of precision in its perception. In other words, the ambiguity in a special vocabulary erasing formal differences between the marks with different contents can not degrade the properties of the language code and to cause thereby interference in scientific communication.

At the same time, we can not agree with the fact that the ambiguity in the

terminology of the objective reality. As is known, the development of scientific thought not only leads to the emergence of new terms, but also contributes to the emergence of different shades from the existing ones. The ambiguity of allowing "communicate and understand not only known, but also the emerging, still unknown thought" [15, 125], reflects the natural process of development and perfection of the language for specific purposes.

Recognizing the existence and even the admissibility of ambiguity in terminology, scientists differently qualify this phenomenon. Since the designation of several special concepts one lexical unit can be Qualified but as polysemy, homonymy, and how, terminovedov views on the nature of the ambiguity in the terminology differ. So, most linguists believe that the terminology inherent ambiguity phenomenon, and the phenomenon of semantic homonyms, like other lexical units of natural language (Akhmanova OS, Danilenko V.P., Gvishiani NB, and VM Leychik et al.).

Differentiation and homonyms semantics carried by "if the result of cleavage or transfer the meaning here on another concept in the semantic structure derived terms stored common main theme and diverge the secondary, the ambiguity is formed; if co-

incide secondary and main same cleaved, will generate the semantic Homonymy '[9, 22-23; 5, 101].

It should be noted that the thesis of the presence of in the terminology seems to be already well-established in the national Terminology, recently reviewed by some scientists previously recognized its existence. So, S. in his earlier works pointed out that "it has been established in the presence of terminology as the homonymy, a community which is that one lexical form is used for the names of several different things, but in the second case, the difference is either not clearly realize or did not realized "[5, 101].

In their own recent publications on the problems of terminology, the scientist returns to the point of view that existed in the 60-70-ies of the last century, according to which in the terminology we can talk not about the manifestation of multiple meanings of the term, and about homonyms terms. This view is based on the fact that if a lexical unit is used to refer to a few specific concepts, as a result of a stricter definition of scientific concepts, the meaning of terms more clearly limited and separated. For example, in "Fundamentals antropolingvistiki" the authors SV Green Grinevich, EA Sorokin, T. Skopyuk note that:

"A lot of semantic processes and phenomena such as ambiguity (polysemy) and homonymy acquire terminology entirely different character. Terminovedy believe that a phenomenon known as the ambiguity in terminology may not be as if one lexical form is used for naming more specific concepts, the result clear limitations and rigorous certainty inherent scientific and technical concepts of the respective terms will also clearly limited and separated "[5, 82].

In studies of terminology that appeared at the turn of XX-XXI centuries, it has been offered a new semantic category - the "ambiguity" of the term. At the same time, scientific publications, the term is often used as a synonym of the term "ambiguity", and in the value of any manifestation of the semantic ambiguity of the term volume.

It is from this understanding of the ambiguity of the second we start, referring to the study of the semantics of industry terminology. It should be noted that the identification of the real semantic scope of the term is particularly important in connection with problems of scientific communication and finding reliable equivalents to terminological systems.

The literature indicates that this problem causes particular difficulties in the humanities as "humanitarian"

terms are ideological in nature. Discrepancies terminology systems adopted and developed by different schools and trends in humanitarian fields of knowledge related to the distinction between theoretical systems, methodological principles in the approach to scientific phenomena, and even a different understanding of the subject of the study [4; 20; 12; 13].

As for the technical areas of knowledge, it speaks quite a fair judgment that different interpretations of the concepts prevent unambiguous terminology, there is much less because the technical terminology is more specific and is based on a clear definition.

At the same time, we believe that the study of the phenomenon of ambiguity in the terminology of the industry can not ignore the fact that the terminology is the result terminotvorchestva individuals with their usual personal perception of the world, speakers of the national language.

For this study important is not just the concept of "linguistic identity", but the language personality, has a certain set of professional information in a particular branch of science. Reasoned statement TG Popova that "as a linguistic personality, the person has an individual cognitive space, ie, in a cer-

tain way a structured body of knowledge and ideas "[14, 39], so that should be extended to our research to indicate the" professional cognitive space ", which has a professional language person. At the same professional language person operates knowledge, structured in scientific language picture of the world.

According to OA Kornilov, a scientific picture of the world (NCM) should be understood the totality of scientific knowledge about the world, worked out all the special sciences at this stage of human development [8, 9]. Obviously, the industry terminology is part of the national scientific language picture of the world.

Referring to the study of the ambiguity in the English and Russian terminology of rail transport, we take into account the fact that in contrast to the Russian industry terminology, which was created by one nation with its inherent cognitive patterns and worldview, the English railway terminology is the result terminotvorchestva professionals of different nationalities, living in different countries - the British and the Americans, representing nations with different histories, culture, art and different worlds acceptance.

The different categorization of reality, the British and Americans, as we

know, led to the emergence of different national varieties of English - British, American and Australian, and, as shown by our analysis of the material, it is also reflected in the language for specific purposes. Thus, differences in language picture of the world and cognition British and American experts in the field of railway transport led to the emergence of a number of unique terms used only within the framework of the British or American industry terminology. For example, terms such as «points», «wagon», «bogie», «sleep-er», «signal box» function only in the British railway terminology, the terms as «tower», «tie», «engineer's cab», «switch engine» - only in the American terminology.

As for the dedicated common rail reservoir contact of the terms used both in Britain and in the United States, it was important to determine whether these terms are identical in terms of content, or they coincide only in form. In other words, if detected at the similarity of terms and forms of similarity in their definition, or differences in the language of the world of professional film lead to material differences between the semantics of the terms?

To solve the problem of the equivalence of the terms used by both British and American railroad, we have ap-

plied the methodology of identification of concepts based on a comparison of their definitions. To do this, we compared the definitions of which are given in British sources, in particular, in the dictionary «The Railway Dictionary» [22] and dictionary «The Dictionary of Transport and Logistics» [24] with the definitions of the terms set forth in the American lexicographical editions " The Railroaders' Dictionary »[23] and encyclopedia« Car and Locomotive Cyclopedia »[21].

The analysis of definitions of the terms included in the total for the British and American "core" terms, contact the unit with non-matching volume values have been identified. It should be noted that the identified differences in the semantics of the terms do not concern the general theoretical terms, expressing the general and abstract concepts, as manifested at the level of specific terms and are the result of different categorization of reality by the British and Americans.

For example, the term «rolling stock» («rolling») is characterized by different semantic content by volume in the American and the British terminology. If Americans understand this term the totality of units of rolling stock («the wheeled vehicles collectively used on railways, including the locomotives, passenger and freight

cars, guard vans, etc»), in British terminology, this term does not include engines («rolling stock is a generic term for all types of rly vehicle other than locos, which are usually referred to separately »).

The differences in the "national professional picture of the world" and lead to material differences between the semantics of "Items matching coach" term in the British and American terminology. This word originally referred to as "coach" or "coach", c appearance of railways began to be used both in England and in the United States to refer to a passenger car. However, if the British began to designate the term «coach» any type of passenger car («a railway carriage carrying passengers»), in the US, the term received a more narrow interpretation - a car with only seating («A passenger carrying car, usually with a center aisle and two rows of twin seats. The cheapest type of accommodation on trains, broadly equivalent to British Third (later Second and Standard). Reclining seats are often provided for night use »). Interestingly,

Another example of homonyms due to different national mirovidenija British and American railroad, is the term "sar". If he gets an unambiguous understanding of the two countries ("car") in the road terminology in the

railway industry semantic scope of the term in the United States and Britain is not the same. American experts-railroaders term "sar" refers to the concept of "wagon", and any type, ie, carriage as a unit of railway rolling stock («any passenger or freight rail vehicle»). In the British railway terminology term «car» is used in a narrow sense of "consisting of the passenger car electric" («an electric multiple unit vehicle»).

Thus, reliance on Anthropocentrism, i.e. paradigm that focuses on the person, the disclosure of the human factor in the language of the study neodnoznachnos minute, allowed us a new approach to the dichotomy of the "word / concept" and to identify the new type of homonyms - homonyms arising within the industry terminology as a result of differences in national professional picture of the world specialists. This type of homonyms can be defined as the branch of the national cognitive homonyms

It is obvious that the presence of national and cognitive homonyms capable of existing member venno hinder scientific communication, as its detection requires some background knowledge. This type of homonymy is not always eliminated by the addition of concrete the defining element: so if

slovo ochetanie «freight car» allows you to accurately determine the value of the generic term «car», «passenger rolling stock», «freight rolling stock», «high speed rolling stock» not give an idea of the semantic scope of the term «rolling stock» in each of the variants of the English railway terminology.

Not always the national cognitive homonymy is eliminated in scientific speech. For example, the sentence "The first Experimental intercity high speed train was only four coaches long and used for research and never for services» does not allow to determine the volume values of the term "soash", i.e. whether it is a passenger car at all, or sitting car. In contrast, segments metarechi «Model locomotives & Rolling Stock" ([www. Railserve.com](http://www.Railserve.com)) and «Locomotives & Rolling Stock»(Www.kaba.co.uk)It is the minimal context that clearly reflects the characteristic of the British terminology, understanding of the term «rolling stock». It is interesting to note that, as evidenced by the analysis of the scientific speech, under the influence of the American tradition, as well as the railway tradition of other European countries, where the conceptual meaning of the term «rolling stock» wider than in Britain, some British scientists and experts to extend the semantics of

the term and began to include locomotives the concept of "rolling stock".

Identifying the real semantic term volume is particularly important for translation practice and scientific communication, a prerequisite of which is to find reliable equivalents not only in different languages, but in national terms.

There is an opinion according to which (Tatarinov): - "The problem of polysemy outside the industry terminology has no meaning, because the same-sounding terms almost never occur in the same industry. Interdisciplinary problem of homonyms - is the problem philological and not terminovedcheskaya as examples of the type of reflex in dogs and reflexes in the language can not meet industry-specific text, but only in the pages of a textbook on linguistics "[18, 139].

A study of industry terminology rail transport has shown that we are faced with a more complex picture than people think. So, in the study of both Russian and English terminology systems, we have identified intra homonyms arising from the use of terms, coinciding in its material expression to mean different things in different sub-sectors of rail transport. As is known, railway transport is a complex industry which includes a number of sub-sectors, such as the management of

transportation process, the construction of railways, railway automation, telemechanics and communication, rolling stock, construction machinery and equipment, electrification of railways, bridge construction and tunneling. In other words, it is a complex synthesis of science, which, of course, is reflected in the composition of the professional language. When the term is included in the different sub-areas of industry terminology, it retains only its material shell, and its semantic content changes completely. Such a manifestation of the ambiguity can be characterized as intra intersystem homonyms.

To confirm this, let us consider some examples of intra-interconnection of homonyms in terms of railway transport.

Thus, in the Russian railway terminology, the term "platform" is used as in the operation of rail transport, and in the sub-sector "rolling stock". In the first case, the term "platform" refers to a landscaped area at stations or stopping points, and the second - a flat wagon open type, intended for transport of long and loose cargo, container and equipment. It should be noted that similar values «platform» term exist in English industry terminology.

In Russian terminology *podtorasli* "rolling" the term "axis" denotes "ele-

ment wheelset consisting of journals with bearings and *podstupichnyh* parts, which are pressed wheels", while in the industry "and track construction" under the axis is meant straight line passing through the center of the path. It is interesting to note that if the "axis" as an element of the wheelset and the "axis" as a straight line in the Russian railway terminology, passing through the center, opposed to each other as homonyms in the English industry terminology, we find two different shape of the term: «axle» and «axis».

With regard to the English-language material example of the interconnection of homonyms is the term "switching", which is in the management of transportation process refers to the concept of "shunting operations" in the railway telecommunications meant is "switching", "channel switching", and in a recent transport sub-sectors - logistics, this term was used to refer to the change of modes of transport with multimodal transport, for example, delivery of goods by rail and sea.

Different understanding «crossover» term in the rail automation, on the one hand, and telecommunications - on the other, can also be considered as a case of intra-interconnection homonyms terms. These subdomains indus-

try terminology differently from their subject of study, based on the concepts of the systems that make up their conceptual framework. If automation "a crossover" means "crossovers", in telecommunications - "audio spectrum device."

As the analysis of the material, intra-intersystem homonymy in railway terminology arises for various reasons. This primarily occurs when obshchitel'nogo word starts to be used in each of the sub-branches are independently from each other, such as in the case discussed previously with the term "platform". Examples konstantnogo term included in different sub-areas of rail transport is the term «crossing». In such sub-sectors as "track and track facilities" and "Automatic train" the term means "crossing paths" and "relocation", and in electric railways and telecommunications - "hybridization (wires)."

Studies show that the terminology of different sub-areas of transport, intra-intersystem homonymy is characterized mainly for generic monoleksemnyh units. Since polileksemnye terms more clearly delineate the corresponding concept, they are quite rarely act as intersystem homonyms. An example of the latter is the term "trunk line", which as obschegozhiznennogo term re-

fers to the concept of "railway", and in telecommunications it is understood under "communication backbone."

Most of the homonymous generic term used to describe aspectual terminology phrases. In this case, the generic terms, specifying the content of the generic concept, show us in which direction the development of scientific thought, and thereby eliminate the likelihood of homonyms. For example, the term "bridge" in the bridge construction is developed such generic terms as "arch bridge", "cantilever bridge", "bridge with girder spans", "Bridge to not cutting farm", "bridge with through farms", "reinforced concrete bridge", "two-tier bridge" and so on. etc .. Electricity otherwise forms the subject of study, and are generic terms "AC bridge", "bridge comparison circuit", "DC bridge", "high bridge", "power bridge" reflect a different understanding of the term and its development in the framework of this subregion.

Thus intersystem Homonymy existing in industry terminology level generic terms are largely eliminated due to the species terminology units which act, apparently as a certain kind of minimal context allows to determine which value is realized in this case.

The study of naval terminology has made a great contribution to the study

of the laws governing the structural and semantic features of text units used in the naval sphere of communication. However, at the present stage, such studies should be complemented by the study of real naval aspect of the text in the specifics of naval communications.

Naval science is complex. We can say that the science presented in the naval business as specifically Navy, do not lose touch with the science as a whole at the expense of the unity of principles, forms and methods, which results in the connection of naval scientific texts with general scientific texts. This confirms the site of the world's leading international information group - Jane's Information Group, which is the most comprehensive source of global information on naval affairs, naval industry, research and development, international security, geopolitics, transport. Texts of articles in scientific and popular magazines have such important characteristics as a formal and semantic adequacy, thematic certainty and finality, the ability to identify the relationship between the individual fragments of the text and its cognitive underlying reason, ie, meaning the creation of the text, its overall design and implemented in the selected language the form of the creation of a total of [3, 76-77].

Consider in greater detail the structure of naval discourse for example Jane's Information Group, main publications which are: Jane's Catalogue, Jane's Defense, Jane's Transport, Jane's Security, Jane's Defense Weekly, Jane's Navy International, Jane's Nuclear, Biological and Chemical Defense, C4I Systems, International Defence Directory, Jane's All the World's Aircraft, Jane's Defense Upgrades. The list may also include information products Jane's Information Group, associated with the ocean (online, on CD-ROM, as well as Jane's Yearbook 2002-2003) - Amphibious Warfare Capabilities, Amphibious history and aspirations, Amphibious forces including coastal defenses, Sea lift including special forces craft, Maritime air support, Air defense, Armour and artillery, Logistic support, International bibliography. These non-fiction internet magazines publish articles on the problems of the naval industry, the naval strategy. They dealt with political and economic issues, examines the impact of the characteristics of the experience of war and accepted marine strategies, interviews with industry managers and commanders of naval fleets, space is allocated to news in the naval forces, naval products industry[<http://www.janes.com/>]. The authors examine the maritime strategy

of the leading countries in the XXI century, the trends and the general thrust of warships and naval aviation during the changing attitudes of the leading powers of the world to the possible nature of wars in the XXI century. Attention is paid to and by the factor determining the change in views on the nature of war.

Many articles are devoted to naval engineering and technology. In these texts it is possible to find the description as well as tactical and technical characteristics of information naval forces around the world, the performance characteristics of ships, aircraft and tactical characteristics of marine aircraft, unmanned aerial vehicles (only those that are specifically designed for the Navy) and mixed-use complex weapons systems. Experts give their assessment of the export appeal. There is a service information: rules for the use of the naval manuals, classification of modern advanced warships, aircraft, weapons and armament, electronic warfare, etc. Special issues of the journals describe international naval programs. They are prepared in cooperation with the naval forces of Australia, Denmark, Sweden, France, Germany, Greece, Italy, Malaysia, Norway, the Netherlands, Poland, Singapore, Thailand, Turkey, UK and USA. This all proves that Jane's idea of

a global information successfully developed and executed.

In addition, Jane's Information Group considers the following areas: special economic zones (EEZ) (Exclusive Economic Zones), the state in accordance with the law of the sea (status under the law of the sea), the claim and the right (claims and legislation), established and potential border (agreed and potential boundaries), disputes and conflicts (disputes and flashpoints), governance (management issues), by country and region maps (specially-commissioned set of regional and country maps). Jane's Information Group provides a detailed classification structure of naval forces: warships (fighting ships) - provides data on the warships of 163 countries, subs (submarines), surface warships (surface warships), major surface vessels (major surface ships), support vessels (auxiliaries, armed paramilitary vessels), Marine Force (naval aircraft), maritime signs and flags (ensigns and flags), ranks and insignia (ranks and insignia), ships, put out of action in recent years (ships disposed of in the last few years), naval bases, and Coast guard (naval bases and coastal defence). A description and characteristics of marine engines (performance data): marine power plant (marine propulsion), guinea automatic / manu-

al gearbox (marine transmissions / gearboxes), gas turbines (gas turbines), diesel engines (diesel engines). The classification of merchant vessels: merchant vessels (merchant ships), tankers and combination carriers (tankers and combination carriers), vessels for the transportation of liquefied gas (liquefied gas carriers), barges for the transport of dry goods without motor (gearless dry cargo vessels), a barge for transportation of dry cargo to the motor (geared dry cargo ships), Cargo trailers (refrigerated cargo ships), cargo ships without motor (gearless container ships), cargo vessels with engine (geared container ships), vessels with low draft (sea / river) (low-airdraught ships (sea / river)), cargo vessels (containers) with vertical loading without engine (Ro-Ro / container (gearless), carriers vehicles with vertical loading / vertical-horizontal load (Ro-Ro / Lo-Lo Ro-Ro cargo vehicle carriers), passenger ships, including steam we (passenger ships including ferries), specialized bulk carriers (specialized cargo ships).

Much attention is paid to the shipbuilding and equipment of military ships: the markets of naval construction and modifications of aircraft (naval construction and retrofit markets), shipyards (shipyards), propulsion (propulsion), ship management system (power and ship management sys-

tems), sensory and communication systems (sensors and communications systems), weapons and control systems (weapons and weapon control systems), the system of naval combat assets (naval weapon systems), a system of fighting and controlling weapons of war (combat direction and weapon control systems), surface-to-Earth (surface-to-sur face missiles), surface to air missiles (surface-to-air missiles), weapons control systems (weapon handling systems), firearms (guns), anti-submarine weapons (anti-submarine weapons),

There is a special display markets patrol vessels (Patrol Craft Markets Special Report), as well as provides information on research vessels (Survey Vessels): government survey vessels (government hydrographic vessels), oceanographic research vessels (oceanographic research vessels), the court, investigating coastal areas and sea routes (offshore site and route survey vessels), the court examining the seismic areas (seismic exploration vessels), ship operators (vessel operators). A description of underwater technologies (Underwater Technology), autonomous, controlled at a distance, towed, guided and controlled submarines (autonomous, remotely operated, towed, tracked and manned underwater vehicles), submarine cable operating sys-

tems (subsea cable operation systems), sensors for intelligence (sensors for exploration), research and mapping systems (survey and mapping systems), oceanographic tools (oceanographic instruments), manipulators and robots (manipulators and robotics), navigation systems, positioning and communication (navigation, positioning and communication systems), vehicle management systems (vehicle operators), fighting underwater system (underwater Warfare systems), submarines - combat skills and design (submarines - forces and designs), anti-submarine sonar (Anti-submarine warfare Sonar), underwater weapons (underwater weapons), mine sweepers crates (mine countermeasure forces), mine warfare (mine warfare), underwater combat systems (associated underwater warfare systems), command and control,

In addition, there is a database of "Warships" (on the CD-ROM), more than 4,000 warships pictures from Jane's Fighting Ships and 200 unpublished pictures subs (submarines), cruisers (cruisers), destroyers (destroyers), carriers (carriers) icebreakers (icebreakers), research vessels (survey ships), frigate birds (frigates), warships (army craft), destroyers (mine warfare vessels), corvettes (corvettes), research vessels (research ships), boats, air

cushion (hovercraft), high-speed attack craft hydrofoil (Fast attack craft and hydrofoil), patrol vessels (patrol craft).

has the following magazines online and on CD-ROM: «Air transport» (Airport Review), «Infrastructure Asia» (Asian Infrastructure), «The defense industry» (Defence Industry), «Defense Improvement» (Defence Upgrades), «News Royal Navy "(weekly review) (Royal Navy News Weekly), Weekly« Defense »(Defence Weekly),

"Foreign Review» (Foreign Report), «The ruling circles» (Inner Circle), «News of intelligence» (Intelligence Digest, Intelligence Review), «International Defense» (International Defence Review), «The state of affairs in the Islamic countries» (Islamic Affairs Analyst), «Missiles» (Missiles and Rockets), «naval international Review» (Navy international), «Police Review» (Police Review), «Terrorism and security monitoring» (Terrorism & security Monitor), «Financing of transport" (Transport Finance).

We analyzed naval text fully reflects the conceptual sphere of naval activity, characterized by a rather stereotypical compatibility, specific organization and system. These features naval text usually repeated from one author to another or varied slightly, which gives rise to the characteristics of the naval text as standard. The lexical level of

text data is characterized by the extensive use of naval and scientific and technical terminology, naval nomenclature, specific abbreviations and symbols in the texts belonging to different functional styles. It is necessary to note the presence of a certain number of variably-resistant and stable combinations unique to the naval sphere of communication [4]. Frequent are also cases

The logical-composite plane being simplified due to a reduction in the reasoning chain, the omission of some of its units, as strong evidence, obviously, is not dominant here. Possible simplification and reduction due to elements such as various kinds of reference notes, citation. In this context, we can talk about the severity of the style of the popular science discourse, logical presentation of information, integrity, a special connectivity, explicitness, , the complexity of syntactic constructions, the use of symbols, formulas, graphs, etc.

Considering syntax can speak about the wide use of elliptic (especially in the documentation) and constructs poverty time verbal forms of expressions compressed form, within one sentence using multiple parallel structures expressed infinitive and turns involved [4].

For us it is important to consider the naval text, not as a frozen moment of speech activity, but as a phenomenon of dynamic as the process of formation of meaning, its production is connected to other texts, other codes, constituting discourse that combined a pragmatic intention of the author within a particular speech situation [2]. To analyze naval discourse text component is important in the sense that it allows to take into account a number of communicatively-pragmatic factors which form extralinguistic context of generating text in a broad sense of the term. Foremost among them are the source / author and the recipient / addressee of the text of their communication and social roles, norms and values, socio-cultural and historical environment, which belong to the author and the addressee, the presence of the latter certain background knowledge, and others. As T. Van Dijk notes such parameters, unfortunately, usually just called, but rarely investigated deeply enough [5, 29]. However, they largely determine the sampling strategy, distribution and "packaging" the information verbalized scientific text, the degree of formalization of lexical and grammatical structure of the text, the author an opportunity to express their attitude to expound and others.

One of the important parameters for naval text is the ratio of the recipient and the author as a source of knowledge. The specificity of this parameter is shown here in the first place is that the source is representative of a certain direction of naval affairs, refers to a certain naval rank, quite naturally, sets out certain scientific position, promoting certain views.

Social and professional composition of the authors of the articles of magazines and books we studied can be characterized as follows:

- 1) political leaders of the country,
- 2) management staff and experts of the Navy,
- 3) former naval experts who are retired or dismissed from service in the reserve,
- 4) experts Defense Ministry,
- 5) scientists and specialists in applied fields of knowledge related to maritime affairs,
- 6) medics
- 7) writers.
- 8) civilians, which can not be attributed to any of the preceding categories,
- 9) foreign authors.

As for the recipient, or the recipient of the text naval affairs, depending on what kind of characteristics and roles attributed the alleged interlocutor author of the text, the latter selects the

lexical and grammatical units, and linguistic structures used for the verbalization of scientific communication, determines the sequence of information and forms architecture of the text. Despite the fact that the real situation in an imaginary discourse does not exist, it can not, however, considering the naval text as a result of the discourse, ignore this parameter, which is denoted in the various fields of knowledge word environment, ie, the living environment and activities (daily and special), the society that owns the author and the addressee of the text. Only affiliation of the author and the recipient to one and the same social and real-time slice and linguistic picture of the world can provide an adequate understanding of the latter explicitly expressed and the accuracy of the information is correct, logical reasoning or decoding of the implied meanings of words. The naval popular science texts communication subjects are scientists and media professionals. Here text strategies to optimize the process of popularization of naval scientific knowledge, are responsible for the formation of a derivative, secondary in relation to the scientific, such as text, complicating the system of its internal organization. logical reasoning or decoding of the implied meanings of words. The naval popular science texts

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Since there is a gradation of readers according to their level of education, the same gradation observed in the scientific and popular literature. In accordance with this, and the challenges facing the author of popular science naval text, other than to the author of a scientific text. One such problem is the difficulty to reduce the perception of new information. To this end, the author must find a way to reduce the level of abstraction in a popular science text to a minimum and to allow the

reader to imagine the essence of scientific ideas in the form of thinking, which is the ordinary for him.

Popular science naval texts studied magazines suggest the combination of scientific and entertaining, which is ensured by the fact that the scientific evidence related to the naval business are presented in the form of associative imagery. Sometimes it brings a certain degree of popular science text with art. In this regard, there is a contradiction, which consists in the fact that the popular science text should be, on the one hand, simple and accessible, imaginative, and on the other - remain still a scientific text. By eliminating this contradiction, the author of the popular science text solves the problem, however, and sometimes more difficult than creating a proper scientific text. Realization of this problem is related primarily to the reduction and selection of scientific material, as well as with the selection of the logical-compositional and lexical and grammatical means,

Therefore, the specific naval text is influenced by a number of extralinguistic factors: the collective consciousness of the author and the addressee of naval activities.

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Implementation of speech impact the propaganda and political advertisements

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Abstract

The article deals with the problem of speech influence in political advertisements. It examines the possibilities of speech influence at all levels from phonemic to within the infomercial, and is considered as classical rhetoric rules apply in such limited time voice works as political commercials.

There are different types of advertising. Currently, in addition to the advertising of goods and services becomes increasingly influenced political advertising, the peak of activity which falls within the period of election campaigns. The media are an integral part of modern election campaigns, the impact due to the fact that most of the population does not have direct contact with a politician, so the voters make their choice not in favor of this or that person, but in favor of the image, which they get from the media. Most of the information received by the citizens during the election campaign, is the nature of propaganda.

Keywords: Promotional video, voice effects, manipulation, morpheme, dictate.

If the two main functions of media texts - Post and impact - to place on different poles of the scale, the promotional text, will be closer to all other texts to the pole "impact". The impact of advertising is carried out not only by means of language, but also the extra-linguistic means. As TG notes, "the concept of" advertising copy "refers not only to a verbal row, but includes a

set of extra-components, such as: graphics, images, sounds, etc., a specific set of which depends on SMI " [5, 162]. Thus, television advertising text will include: direct verbal text, visuals and Audio dubbing, which creates excellent conditions for the provision of the strongest manipulative influence not only through speech but also visual and auditory images.

In spite of the clearly expressed in the advertising manipulative component, it seems not entirely appropriate to talk about the impact of the function as the key functions of advertising, including political, diminishing the role of the informative function as well as advertising, as well as any other message must, above all, carry information, otherwise the message will empty, and the impact of the function will be impossible to implement.

A specific feature of political advertising in the media is its imagery and focus on the emotional sphere - the ability to identify and effectively apply the main features of the winning political "goods", as well as access via the system imidzhnuyu posed not only to the rational component of perception, but also to the unconscious.

Even within a short political commercials or spots, politicians use the entire arsenal of tools, rhetoric accumulated over the years of its existence.

The device has a rhetorical arguments system kotorymimozhet use the speaker. Speaking in modeling speech may advantageously refer to empirical data based on logic or psychology. On empirical data based natural evidence on logic - logical evidence on psychology - the arguments "to the man."

In general, the system of argumentation in rhetoric distinguish arguments "a thing", which includes natural and logical evidence and arguments "to the man." Arguments "to the person" are divided into arguments to the pathos, ie, to sense, to emotional memory, arguments to ethos i.e. to tradition, morality, collective memory [8, 32]. Realization of functions influence in political advertising most effectively contribute to a person's arguments, because they represent the potential that is contained in the language and makes it possible to build such a communication, which would contribute to the implementation of pragmatic functions of speech. Therefore, in this article, we first of all need to focus on the arguments "to the man."

Arguments to the pathos addressed to individual feelings and emotions. They are divided into threats and promises. Resorting to the threat, he shows what the adverse effects will be fraught with the adoption of a deci-

sion. Promise, on the contrary, promises certain benefits that will be available only if the speaker will be supported by the audience.

Political advertising with its appeal to the emotional side of personality is a classic example of the arguments to the pathos in the rhetoric.

In arguing to the pathos, he uses the two extreme points of emotional memory of the scale: what is causing that positive emotions and associations, and what obviously is rejection and alienation.

Arguments to the ethos or ethical proofs, arguments are divided into empathy and arguments to reject. Both are reasons to the collective memory and are based on common for a given social group of people ideas about morality. "The arguments for empathy suggest a collective recognition of certain positions and arguments to reject - their collective rejection, rejection" [8, 48].

Arguments for empathy is often directed at a person who is a carrier of certain positive characteristics and causes sympathy from members of this social group.

Arguments to the rejection, in turn, is often not directed at a specific person, but on the behavior and attitudes, and missed disapproved in a given society, on the vices of the individual.

Man openly criticizing his opponent, trying for something to catch him, can thus cause the condemnation of himself. Therefore, instead of open accusations of taking sides speakers prefer to concentrate on certain defects, such as: "Can we leave in the lurch veterans who shed their blood for their country?" This rhetorical question sound like a strong reason to reject. Thus, he can achieve the desired effect without the need for open criticism of opponents. The listener will still understand whose side "cast stone".

The purpose of political discourse - describe (ie reference), and convince, to awaken in the destination intentions, give ground for persuasion and induce to action [9, 104]. Any discourse that is not only political in nature aimed at the suggestion, take into account the views of potential interpreter system to modify the intentions, beliefs and motivation for action audiences. Change the installation destination in the right direction can be, in particular, and successfully compose your speech, placing the protected position to the right place discourse. Only by creating the recipient a feeling of voluntary acceptance of other people's opinions, forcing the recipient to believe in the validity of the provisions presented in the speech, the speaker can succeed in this suggestion.

Not always such a suggestion appears as argument: trying to get the audience on your side, the speakers do not always resort to the arguments logically connected. Sometimes, in order to succeed in the impact of the speech, just to make it clear to the recipient that the speaker's position is favorable to him.

Defending their interests, we can still influence the emotions, play on a sense of duty to the other moral precepts. The text need not be long and deployed. Manipulative effect can achieve, and in a few seconds, if you know how to skillfully introduce the most basic arguments and to emphasize the message is what you want to say.

A method of presenting information plays an important role in the formation reaction of the recipient to the message. The campaign commercials compression information, systematized and presented in small portions, it contains all the most important thing that he wants to declare a candidate about himself.

The official website of the US presidential candidate of the Democratic Party, Hillary Clinton placed a huge amount of promotional videos, which are also broadcast on television in the United States. This number of rollers due to the fact that to achieve the ma-

nipulative effect, the message must have learned well, so it needs to be repeated periodically. But repeating the same message does not appear in the same form rational, because advertising can become too intrusive. To avoid the feeling of hype, its diversity, we have made several variations of the same message.

In this paper, we describe and analyze the impact of manipulative speech not at the level of individual proposals and dictates the level, because dicteme it represents a complete thought, and thus makes it possible to see how the voice effects in a single thought and as an effect of suggestion.

The theory was put forward by MJ dicteme Bloch in connection with the scientific debate on the communication units of language [4]. According to the law of reversible structure of the language, "one or more lower-layer building units one and only one unit directly overlying level" [2, 58]. But if you stick to this law, the traditional division of language into phonemes levels, morphemes, words, phrases block diagrams, block diagrams and offers a variety of complex syntax is incorrect. Indeed, one or more phonemes build one and only one morpheme, one or more morphemes build word, and then we have: one or more words to build a phrase that is incorrect, since

phrase, by definition, can not consist of a single word. The same discrepancy is observed between supply and complex syntactic whole, which by definition consists of two or more proposals and can not consist of a single sentence. To fill the void data, MJ Bloch and introduces the concept denotemy dicteme [2, 59]. Denotema fills dehiscence between word and property and formed according to the law of reversible "one or more words." Dicteme (from the Latin dico, dixi, dictum - Say, express) is an intermediate unit between the proposal and the text. Thus, a six-level structure consisting of phonemic level morfematcheskogo, denotematcheskogo, propozematcheskogo supply level or levels and finally diktemnogo. Dicteme - is the basic unit of text consisting of one or more offerings,

As MJ notes Bloch, a "real everyday speech, as well as its reflection in written (printed) texts - and art and everyday - very often contains proposals that stand as if the mansion, while not directly related to either structural or semantically with the surrounding statements" [2, 62]. In an unrelated sequence of text every sentence reflects the thematic shift in the message chain, ie, each such proposal forms a separate dictates. The same can be said about

the associated text: a new theme each have a different dicteme.

It seems more convenient to analyze the effects of speech dictates exactly on the level and not individual proposals, as dicteme fully discloses one of the themes included in the text and represents a complete thought, and, accordingly, the impact of the implementation of the functions at the level of the completed statement becomes easier to track.

As already noted above, the content of commercials is very monotonous, because their goal is to repeat the same promotional message. Infomercial can contain only one dictates. EN Mazhar said that in the aspect of advertising is impossible to speak of "gipertematizatsii", ie repeating the contents of one dicteme in several advertising messages within the same, in this case, election, campaign. In this case, "observed the continuity and integrity of the recognition campaign, when all its constituent dicteme support each other, recalling the main idea at the level of proclaimed ideas, slogans and arguments, and at the level of unconscious emotional images" [7, 132].

We propose to consider the text of several commercials to see how the work rules of classical rhetoric in today's public statements, and to ana-

lyze, by means of what levels of language made verbal impact.

1. I have seen what change takes. It does not happen because you want it to or because you hope for it. you have to work for it. I have 35-years' experience making change: for kids (health insurance for 6 million kids), for our troops (body armor), for families (adoptions made easier for families). This election is not about choosing change over experience. Change only comes with experience. And with the war to end (end the war), with the economy to fix (middle class tax relief) we've never needed change more or the strength and experience to make it happen (the phrase in brackets and italics in commercials are subtitles).

The syntax of the text is simple. Short sentences give the text of elasticity, dynamic saturation, the most approximate to the spoken speech.

Immediately evident that the main rhetorical in the foregoing text is repeated. In this clip we see repetition of key words (lexical repetition) - change (5 times), experience (4 times); for kids, for our troops, for families or exemplify polysyndeton polisindetona (GG Khazagerov as noted, attaches polysyndeton speech gravity, elation, because it creates a style that is associated with the language of the Bible [8, 93]); with the war to end ... with the

economy to fix - syntactic parallelism, ie, repeat units similar syntax similar to syntactic positions.

A method of presenting information plays an important role in the formation reaction of the recipient to the message. Thus, the abundance of information in unstructured form can significantly hamper its perception and understanding of basic ideas, which can not be allowed in the pre-election campaign commercials. But television and the Internet have a huge arsenal of tools for a more complete and at the same time unobtrusive disclosing the meaning of communication. In addition to the sound of a number of television and the Internet have visuals that can be used not only as a beautiful background image, but also to clarify the sounding message. Accompanying sounding speech subtitle reveals more fully received by the auditory message, rather puts the emphasis in the text, and most importantly - helps to preserve the dynamism and compactness of the text. Subtitle allows the author to be more precise to clarify its position,

Using the text of personal and possessive pronouns enhances the advertising appeal, making it more personalized. The pronoun of the first person plural creates a sense of belonging, common goals. The listener will be in-

clined to take the ideas and goals of the speaker for their own and unwittingly begins to share the speaker's position.

In this text, the author explicates clearly their "I", which suggests that he had no doubt of the influence of his authority. And really - former First Lady of the United States, the current senator - the personality of the speaker is able to be a means to influence the audience. Therefore, the explication of the authorial "I" can be considered quite logical.

In general, in all roller Hillary Clinton outlines the image of a determined, strong-willed, knows no doubts and hesitation statesman, able to clearly set goals and knows the ways of their solution. The word "Experience" runs through the texts of all of its commercials.

2. In addition to the syntactic and stylistic methods of ad copy, especially if the text sounding leverages prosodic effects. Phonetic means have a fairly significant emotional potential. Multiple repetitions of the same sound or combination of sounds in the various words creates a certain emotional state, fluidity and gives the text specifies sound tempo. Repeated phonemes increased suggestiveness text. In the words containing the same in excess of the regulatory frequency sounds and combinations of sounds, often coded

information about the main theme of the text. Repeat in the following passage of text advertising sound clips [r] gives it an energetic sound creates a sense of resolute spirit, it promotes the formation of a strong image,

Her readiness to lead sets her apart. From working for children's rights as a young lawyer to meeting with leaders around the world as First Lady, to emerging as an effective legislator - every stage of her life has prepared her for the presidency.

3. In this troubled economy how can so many millions of people simply not be heard?

... Well, I hear you ... you are asking for health care that covers everyone ... Protection from losing your home ... you'd like to fill your tank without draining your wallet ... and give your kids the future they deserve ... If I'm your president I'll bring more than my 35 years of experience to the Whitehouse. I will bring your voice.

Thus, the first task dicteme text, namely, the rhetorical question, - to create the desired mood of the speaker, namely the critical attitude to the existing regime in the country. The following dicteme Hillary Clinton offers his candidacy as an alternative to the existing president, voiced the "voice of the people", listing his basic needs at the moment. Speaking as if the listener

does not leave the choice, the only sensible next step seems to be the speaker support.

Addressing the audience, he usually seeks to create visibility of interactive subject-subject relationship. This can be achieved including the use of personal and possessive pronouns. In this text, the frequent use of the pronoun of the second person makes the text more targeted, makes the listener feel a sense of ownership to the speech, to share the speaker's position.

Hillary Clinton has resorted to rhetorical speech pauses that are indicated in the text of an ellipsis. Each proposal TVC advertising significantly, the speaker needed to each phrase was adopted by and thought out. Rhetorical pause longer than the syntax, it provides an opportunity to think about the content of speech, it is best to learn and remember. Rhetorical pauzatsiya each phrase gives an even greater weight.

4. It is time for America to set and reach big goals again, to restore our standing in the world, to rebuild the middle-class dream and to reclaim the future for our children. We need a new beginning on health care. We need to provide health care for every single man, woman and child at a price that people can afford. (Cut health care costs) We need a new beginning on

education. (Universal pre-K, make college affordable). We need a new beginning in our foreign policy (end cowboy diplomacy). If the president will not end this war before he leaves office when I am president I will. (End the Iraq war) It takes strength and experience to bring about change. I have a very clear record of 35 years fighting for children and families, fighting for working people, fighting for our future. I will stand up for you every single day in the White House.

We need a new beginning on - anaphora. Anaphora is a figure orderly repetition. Figures orderly repetition give the text a more rhythmic sound. Anaphora called repeated words at the beginning of the adjacent speech segments [8, 98]. These segments may be part of a complex sentence, independent supply units larger than supply, such as paragraphs. Anaphora - a very common figure in political speech. It occurs in a solemn and peaceful political declarations and impassioned speeches address to the nation, and, as we can see from the above examples, even in a short text ad TVC. As the GG Khazagerov, "she perfectly captures the feeling of confidence, a positive attitude of the speaker, it seems to be laying the foundations on which it rests" [8.99].

All commercials drew the attention of a large number of evaluation words carrying extra stylistic load: change, experience, strength, discipline, skill, protection, draining, effective, troubled, universal, fight, sacrifice, deserve. Estimated word, combines the functions of the nomination and evaluation, - a kind of laconic way of speech characteristics of the object, the imposition of certain estimates and relationships without resorting to more complex stylistic devices such as metaphor, which requires a large text for deployment.

The analysis showed that the selection of linguistic resources to provide emotional impact on the audience as part of such a time-limited speech is conducted mainly on the same principles and rules, as in the classic examples of oratorical speech. However, the study results suggest that a figure of speech, to which he often resorted to propaganda and political advertising, namely in the commercial is repeated, implemented at all levels: from phonemic to diktemnogo. This is due to the fact that the message of such advertising should be repeated for fixing in the minds of the audience and to provide manipulative effect on the listener. Opportunity to decorate it with the help of the developed metaphor,

The problem of differentiation of linguistic and discursive forms in the translation is becoming increasingly important since the early '70s, when formed a new direction of research in the linguistic translation studies. Most researchers are moving away from formal analysis of the translation of the facts and the main task see the analysis of the translation as a form of speech activity, the act of cross-language communication.

The present stage in the development of the science of translation is characterized by the desire of scientists to give the most complete, comprehensive description of the translation process. In most models of translation is considered as a communicative act, consisting of three closely interlinked phases. The first phase is characterized by the fact that it carried out an act of communication between the sender of the original message of the speech and the translator. This phase is an analysis step. The second phase is carried out properly translated, i.e there is a change in the code FL IL code. However, as the researchers note, "the term" code "and" code conversion "is not used in the strict sense of the terminology, but rather metaphorically" [10,63]. In the third phase is transmitted Translated Text carrier to language. The second phase is crucial.

It is clear that in the first place raises the question of the extent to which the translated text must correspond to the original text and the criteria for intertextual correspondence. The new communicative approach, the thesis of the "comprehensive transfer of content" (A.V. Fedorov) loses its effectiveness [5, 117]. Many linguists point to the fact that even the most correct translation is not able to provide a full transfer of all elements of the IT content that allowed the translation of sense of loss [11, 115].

The main challenges facing researchers becomes determine the common property, and is present in the translated text and the original text. On the basis of this property, you can establish a relationship of semantic equivalence between the two texts (PT and IT). This property is referred to as total perevodovedy translation invariant. The study of the essence of the translation invariant devoted a lot of work (Latyshev LK 1981; Garbovsky NK 2004; Alekseev IS 2004) and others. Most of the researchers understand the translation invariant as a semantic category. Allocated different degrees of conservation in the translated text of the semantic content of the original, different levels of invariant matching. In this case, the invariant of the content is understood to be dominant. Estab-

lishing identities on one level means the minimum semantic equivalence. If the identity is established at all levels, it is about the maximum equivalence of multilingual texts. Depending on how many levels there is an equivalence relation, i.e. It realized a live broadcast without transformation, set the degree of semantic proximity PT to IT. Thus, scientists have attempted to resolve cases in which meaning may be transmitted more or less completely and to determine the degree of semantic loss during translation. It turns out that the very concept of the invariant is treated as a variable - depending on the content close to the original translation. In general, the concept of invariant more associated categories of equivalence, occupy an important place among the other similar to it in its role of terminology concepts - such as loyalty, accuracy or adequacy of the translation.

Category equivalence specifies many aspects of translational analysis. At the same time, the study of the nature and essence of translation equivalence is due and many unsolved problems. So far in translation studies have not raised the question of whether the sense of its permanent, representative forms. In the existing literature, the meaning has nothing to do with the form and considered in addition to the

principles of his expressive voice representation. Often there are views according to which, the meaning cannot be represented directly observed [2, 57; 7, 53]. Another problem is that the deployment of the dynamics of the process of the text still continues to be analyzed at the scale of a single utterance. Even theories that produce numerous complex semantic levels of [5] practically it does not present an expressive dynamic sense. The theory of translation is still not developed a method of entering text level of discourse as a whole, as well as methods of holistic analysis of translation as a process of progressive deployment of thought, the transition from statements to the statement.

In linguistics, it has long seen that the meaning of the statements laid speaking in its initial part, and that it unfolds towards its final part. All component parts are in the sense of close relationship with each other. "The development of ideas - it is an open process. It does not have to be consecutive. The complex thought integrative act not only, but also processes disintegrative "[4, 52]. This circumstance does not preclude dynamic sense of deployment in the utterance starting point to the destination. This process is carried out from one utterance to another: from first to second,

from the second to the next, etc. There are stable, possessing linguistic originality transition principles from one thought to another, from the previous to the subsequent, provides input of new information and the preservation of the old in the process of deployment of the semantic thought. Such processes are meaningful when implementing the translation, where the fore aspect "semantic utterance output to a subsequent context" [4, 53], the semantic thought expansion. Also important is the "principle of relying on previous utterance context" [4, 57], providing a context clutch utterances. Consideration of translation as a phenomenon of discourse (scale not only in a single utterance, but also the scale set of sentences) allows a holistic way to consider the process of implementation. Meaning in large sections of the text, as well as throughout the text, it unfolds in a linear fashion and, therefore, has a linear shape. Such processes are meaningful when implementing the translation, where the fore aspect "semantic utterance output to a subsequent context" [4, 53], the semantic thought expansion. Also important is the "principle of relying on previous utterance context" [4, 57], providing a context clutch utterances. Consideration of translation as a phenomenon of discourse (scale not only in a single utter-

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It should be noted that the definition of expressive linearity of meaning in the text itself still can not solve the problem posed. Despite the deployment of linear order, meaning, in the absence of a stable representing the shape it is still a "transparent nature". You must define a form that could be constantly accompany and represent meaning. This form is, in our opinion, discursive (speech, linear) form of expression (text), which is inextricably linked with the semantic content of the text. This relationship is expressive, ie, one in which the linear form repeats movement semantic content. In the process of translation is important to consider not only the semantic aspect equivalents equivalents but also diskursivnyj expressive aspect, i.e. the aspect form

In translation, equating an equivalent, should be taken into account the relationship of the semantic aspect of the content and forms of expression, or if it is a separate signed equivalent, the semantic aspect and discursive function element in the context of the statements. On the agenda is the question of the development of the translation methods of analysis based on the dynamics of deployment of expressive text discourse. This technique has not only theoretical but also practical significance. On the one hand, it allows for a more detailed analysis of the translation, consider the procedure for the dynamic deployment. On the other hand, we are talking about the development of a new principle of perception and understanding of the translation of the text as communicative unfolding structure. Individual statement as at DICE, and the GOJ, text included in the logic of the composition and is an essential constituent of the latter. The composition translated text reveals itself impressively, as a series of successive utterances.

Both individual statement, and SFU is a dynamic education. In contrast to the word here shows the dynamics of deployment of thought, its gradual expansion. Keeping in mind the dynamic form of statements, it is possible to analyze the translation process itself.

Ourselves are interested in the moment of transition in the continuous deployment of thought. A separate statement in the aspect of actual division "expresses the transition from one thought to another as part of a broad construction of the text (SFU)" [4, 40; 8, 88]. From this standpoint, it becomes possible to transfer discourse analysis as a sequence of successive utterances in SFU scale.

Logic statements (groups of statements in SFU) and subject to the principle of semantic expressive centralization textual structure. Deployment occurs SFU towards its communicative center, which is generally stored in its final portion. Discursive development of SFU subject to the logic of communicative rationale. Each successive utterance is communicative justification communicative appropriateness of the previous one. Thus, the function of each semantic utterance reveals itself through subsequent. The feasibility of the topic-rematcheskogo division settles in the process of topic-rematcheskogo division following statement. Rem each subsequent utterance discloses a semantic discourse feasibility theorem (sense vertex) of the preceding. Rem last statement expresses the ultimate meaning installing SFU. Thus, the chain is the predicate which leads successively to an increasing con-

traction logical volume expressed as SFU complex thought that corresponds to the overall dynamics expressive amplification.

Discourse form of the text represents the entity that generally should remain unchanged in the translation process at various ways her language versions manifestation. Linguistic form, in contrast, is a variable transfer aspect. Any change to the level of linguistic form in the translation is a cross-language (translation) transformation, which, anyway, due to the form of expression, a form of a text of discourse. Thus, the two aspects highlighted in every translation transformation. Lower (actually transformational) coincides with the formal grammatical articulation of speech. Upper (invariant) contains the form of the actual division of the utterance.

In assessing the scope and depth of translation transformations of fundamental importance is the relationship of language and discursive forms, assessment of variability of linguistic form PT, its degree of equidistance from the linguistic form of the original. Linguistic form serves as a lower assessment criterion is the dependent variable. Discourse shape serves as the upper assessment criterion is the independent variable. Qualification depth transformation is performed by com-

paring the method of linguistic expression and diskursivnoj forms of expression on IL linguistic expression and to form diskursivnoj statements on FL. Thus, the notion of depth translation transformation interpreted in two ways. When the translator manufactured modification concerns aspect linguistic form when strict observance parameters diskursivnoj form we're talking about a whole shallow (less deep) translation transformations resulting from cross-language differences System and normative order. In the event that translation conversion invade the domain of discursive forms (on the scale of individual statements or even a group of statements), we are dealing with translation transformations largely depth - transformations caused by factors of intercultural differences between languages, affecting the field of language idioms, stylistic compatibility, communication stereotypes. One condition, bearing in mind the profound transformation in the translation, should remain unchanged: general semantic communicative installation speech in a selectable scale text discourse, the overall thrust of expressive deploy SFU to its communicative / expressive center (ie, climax deploy SFU), a role which is usually the semantic center - Rem last remarks SFU structure. Linguistic form

is not only grammar suggestions, but also used methods of direct nomination of their referential function. Discourse form respectively represented by the structure of the actual division, development impressively representing the semantic content of the utterance, in SFU.

Consider this example:

(I). As a rabbi, I found (1) religiously (3) irrelevant the question of whether events described in the Bible represent (2) historical fact. [HT, 25. 02. 2000].

As a rabbi, I believe that (1) from a religious point of view, the question of whether (2) whether there have been in the history of the events described in the Bible, does not have (3) basic value.

It is obvious that the literal translation of the original in this situation is contrary to the norm of the transfer language, so to achieve the semantic equivalence between, multilingual utterance, the translator carries out a number of grammatical transformations. As a result, the first modification (1) is replaced by a noun adverb. The second cross-language transformation (2) affects the syntactic level: part of the sentence is replaced by the subordinate. Finally, in the third case (3) we see the replacement of the adjective noun.

The analysis shows that the structural-linguistic representation of the translated statements underwent superficial transformations, which affect only the level of grammatical forms. Despite the changes in the aspect of linguistic expression, discursive form of expression in the form of PCOS is equivalent to saying FL. Subject-rematchesky order also remains neizmennym. Rassmotrim another example:

(II). The great thing about Ch. Heston is that he becomes (1) the megaphone to get our message out, (2) a message that is not being heard right now. [Example from: PR Palazhchenko Unsystematic difficulties ... Dictionary of the English language in comparison to Russian. - M.: Valent, 1999. - P. 127].

(2) We want to be finally heard, and it's great that [voice] C. Heston gives us that opportunity

Translation of foreign language statements one way or another, need to implement changes in its lexical and grammatical manifestation. Unlike the previous example, the degree of deviation from the shape of the original language is significant here. First of all, it should be noted that in this situation there was a rearrangement of parts utterance (the end portion on the FL utterance taken in the utterance start po-

sition to AEs). At the same time, there is a comprehensive lexical and grammatical Cesky replacement, which can be understood as antonymic translation, or as a logical development. This modification led to a partial deflection of the semantic aspect. Further, we are seeing a more complex transformation - demetaforizatsiyu and offset accent. Expressive element that falls rematcheskoy element "The megaphone" falls and does not receive a formal equivalent to the PT. Rematcheskoy emphasis in PT is transferred to the main element: "... Ch. Heston gives us that opportunity. " From the above example it is clear that manifestation of the translated language statements are largely different from the original language of registration statements. Such complex translation modification caused the semantic deviations. The procedure for topic-rematcheskogo division statements.

To summarize, it seems necessary to point out that the study of the problem of the relationship of language and discursive forms of the variant and invariant aspect of the equivalent form of translation is crucial for modern science. A first aspect preferably subjected to detailed study of the early development of the theory of translation. Currently the attention of scientists increasingly focuses on the study of

the invariant aspects of the transfer form. Research in the field of language systems IYA and PYA sidelined. However, at the present stage of development of translation study of linguistic form can not be ignored, but should take into account its conditionality discursive form of statements of the text.

The study of the essence of discursive forms must be given special attention. Given the strict relation of this form with the semantic aspect statements, it is possible to define on it the whole dynamics of meaning as a separate statement, and on the scale of SFU and text. Discursive form can serve as a precise criterion for selection and analysis of translational transformations, that is, the exact allocation equivalent to those not only between sentences IYA and PCOS, but also between elements of the statements. Expression sequential movement towards's theorem (semantic utterance top) should be a major purpose of the transfer.

The language of human activity is a direct reflection of the continuous development of science and technology. Even after the war (referring to the Great Patriotic War of 1941-1945.) Began the process of increasing the number of so-called special vocabulary that continues in our time. The progress of

science and technology, social transformation lead to a "radical restructuring of the conceptual apparatus of many scientific disciplines and the emergence of new fields of knowledge" to the formation of "new concepts, which dramatically increases the need for the nomination." These processes are reflected in the formation of a large number of new terms (aka "terminological explosion"), terminologies, which leads to a change in terminology. "The task of linguists is to turn the" terminological explosion "that bears largely spontaneous, in a controlled process" [1, 5].

The study of "term" has been going on for decades. And yet, there is no single definition of the concept. Sometimes linguists in the same article provides several definitions, so V.P.Danilenko in one of his works notes 19 definitions, pointing out that this is not the final number [6, 83-86], and B.N.Golovin lists seven examples definition of [4, 18-19].

First it should be noted that the term is a subject of study of a number of sciences, and each of them tries to formulate its definition, given the characteristic features of this area of knowledge. At the same time create uniform for a variety of sciences such multidimensional definition of the concept is not possible.

Thus, in the philosophical basis gnosiological definition it is a sign of sign term. That terminology is a tangible result of cognition, as "elements of scientific apparatus theories and concepts ... and

such as iconic means as nomenclature, proper names, symbols, codes, and combinations thereof in verbal terms, formulas, symbol, circuits, etc. "[8, 21]. At the same time the terms and fix the knowledge gained, and "contribute to the discovery of new knowledge. From the "nodes" particular theory or concept, the terms are often growth points of the theory "[8, 21].

Taking into account the philosophical and epistemological approach to the term, it is necessary to point out the following signs of it: use of terms for fixing the result of cognitive activity; term ability to take part in the discovery of new knowledge. S.E.Nikitina in one of his works, wrote that the term - is the result of knowledge, "the name of the bunch meaning" [10, 29].

From the standpoint of cognitive of terminology, the term is regarded as a dynamic phenomenon that is born, is formulated, deep into the process of learning (cognition), the transition from the concept - mental category - to verbalize the concept associated with a particular theory, concept, conceptual-

ize a particular area of knowledge and (or) activity "[8, 21].

Considering the term from the linguistic position, it should be noted that it (the term) is the only functional unit, and that the focus is not proper term, and lexical items, accepting the signs of the term.

By studying the problem of the definition of terminology within, we analyzed the work of the most prominent linguists. According to V.M.Leychika, "the term arises in the lexical unit" of the language or "lexical unit of this language is *estestvennoyazykovym* substrate term" and therefore "the term - a lexical unit of a particular language for special purposes, indicating the general, specific or abstract concept theory certain special area of knowledge or activity "[8, 31-32]. It is important to note the difference between the term of the words and phrases (linguistic objects), as well as the difference between the normative requirements, respectively, to one and the other. Only in this case, correct to assert that the terms - this is a special word. A.A.Reformatsky offered this definition: terms - words special, limited to their particular purpose; word, seeking to be unique as an accurate expression of concepts and naming of things [11, 115]. S.V.Grinev offers the following definition, which takes ac-

count of its properties and characteristics, distinguishing itself from the term than the term: the term - it is "nominative special lexical unit (word or phrase) of a special language, taken to accurately name the specific concepts" [5, 33]. Here is the definition of "Explanatory Dictionary" L.L.Nelyubina, which, in our opinion, best reflects all the features of this concept. So, the term - is, first of all, "a word or phrase of a special (scientific, technical, military, etc.) of the language generated by (received, the borrowed, etc.) For the exact expression of the specific concepts and notation of special items; secondly, "a word that does not allow modulation"; Third, "a word or phrase is an accurate designation of certain concepts in the field of science, technology, art, social life"; and finally, "the word, endowed with the quality denoted by the scientific concept that together with other concepts of this branch of science or technology one semantic system. In the text for translation, the term always requires separate solutions to transfer, i.e., It acts as a translation unit "[9, 224]. constitutes together with other concepts of this branch of science or technology one semantic system. In the text for translation, the term always requires separate solutions to transfer, i.e., It acts as a translation unit "[9, 224]. constitutes

together with other concepts of this branch of science or technology one semantic system. In the text for translation, the term always requires separate solutions to transfer, i.e., It acts as a translation unit "[9, 224].

Thus, various approaches for the definition of the term are explained, firstly, themselves difference Sciences learning term, and secondly, the versatility of the concept, and finally, the personal vision problems of each of the authors.

Trying to determine the location of the term in a modern language and relate it to natural units within the literary language or to artificially created, linguists hold two rather contradictory positions.

From one point of view, artificial terms, referring to their origin, and have a pretty independent character. So, it is possible to recognize the opinion of the need to make the terms beyond language. On the other hand, terms of education process on the basis of natural language and their application in various fields of knowledge does not allow us to consider the term an artificial unity. Probably, it is important to find some kind of a third point of view to solve this problem. So V.P.Danilenko would take the term natural unit of scientific language, with scientific language is an "independent

functional subsystem" natural national language [6, 14]. Also, in her opinion, "the terminology is analyzed by us within the system in which it is naturally included, ie as part of the vocabulary of science language. No other lexical system of terminology in its direct function does not belong and can not belong. In my terminology, a special purpose, the realization of which is possible only in the language of science "[6, 14].

Undoubtedly, the term has many differences from other language units, but even this fact does not allow us to make it beyond the literary language. To confirm this idea recall Antoine Lavoisier and his work "The main argument of Chemistry", where he insisted on the unity of science and terminology, pointing out that all the natural sciences represent a set of scientific facts, concepts and terms. And, according to A.A.Refor, language is an important element in a nonrandom science included in it by the terminology of [11, 115-116]. All this allows us to affirm that the terms, reflecting natural phenomena and changes in science and technology, and being the natural units within the scientific language is inextricably linked to the literary language.

Taking into account the differences between the literary language and the

language of science, we note that the language of science, as a historical phenomenon, emerges and develops on the basis of national language, taking its grammar, word formation. This also caused their relationship.

The term "content structure the term" includes the following components: semantics, motivation, significance importance. Considering the semantics, or meaning of the term is appropriate to talk about its content structure, which includes the value and meaning of the term. According to B.N.Golovina, the word is the basis of the concept and the method of its formation; as well as the meaning of the word - a Distinctive shape, within which is born and there is a concept, it is the ability of words to recreate in memory any information [3]. Terminological meaning - always direct value, not acceptable convention, subjunctive or emotion. It (value) is set as a result of agreement, a deliberate and conscious [2, 101].

Issues relevant terms and their meanings signified their concepts involved semasiological Terminology, which recognizes the need to study the problems listed above. This is due to the fact that the semantics of the word is the set of lexical and conceptual values do not always coincide.

The following options: a full match, no lexical meaning (it may be lost or forgotten, the term may also be borrowed foreign words), use of one term to indicate several concepts designation of several terms and concepts terminological inconsistency and lexical values. Taking into account one of the requirements for the term - its uniqueness, should be avoided with the terms inaccurate value or make further refinements in selection [5, 92-95].

Considering the problem of motivation of the term ("traits that formed the basis of the term"), we note that it is this feature allows the term to be more memorable, more "vivid" and defines the relationship with other terms [12, 130]. Terminology The isolated as "forms of the term motivation" and "motivation semantics and functions term" despite the fact that the first explains the choice of the form and a second "direct-defined relation to the object and notation in place terminosistemy term" [8, 39].

In the description of the term of one of the most important tasks, along with the definition of the term, it is to identify its properties and functions. For example, in "Introduction to Terminology" S.V.Grinev highlights the following most important properties. Firstly, "in the special field of use" to fix "it belongs to a special area of expertise", in

which fully manifested the concept, they are referred to. Second, the "substantive accuracy" (clarity, nemnogoznachnost, unemotional) term. This property is closely related to the concept of "scientific definitions - definitions" and is dominant in distinguishing "words and the term" and therefore reflected their "effects of different levels of mental activity - scientific thinking and everyday operating performance." And finally, SV

As for the term of functions, there are the following. For example, a "function of naming concepts", which, according to S.V.Grineva enables the composite term "preserve syntactic unity", not paying attention to the number of elements in its composition [5, 32].

In considering this issue V.M.Leychik offers based on the "speech" function, which is the basis for the formation of the term. Consequently, they released "nominative function", by which is possible "fixing special knowledge", although more often speak about the representation of objects, and use the term "representative function" [8, 63-64]. In addition to said feature point and significative function used to designate the object [7, 27]. The third term function - communicative, because it transmits the term "special knowledge" [8, 67]. He is

also credited and "heuristic" function or "function to open a new knowledge" of participation in the process of "scientific knowledge and the discovery of truth" [8, 70].

Among others, now comes to the fore cognitive function. It does not equate to the above nominative and signifying functions, as characterized by the term "as a result of a long process of learning the essence of objects and phenomena of objective reality and the inner life of man as a verbalization of a special concept, which may initially be just a mental object, but even a manifestation of sensory perception" [8, 71].

In summary, we note that the development of science and fact of terminology, there are new features and functions of the term, which, along with the term itself are subject to ongoing and careful study.

In considering the requirements for the term, it is necessary to clarify that the requirements - this is the set of characteristics that should have the "ideal" term [5, 34]. Besides, S.V.Grinev considers necessary to learn term in the following areas: semantic, it includes the content of the term and its value; syntax - it shape and structure of the term; pragmatic (here referred particular application and operation term) [5, 34]. What should such a clas-

sification: the requirements, firstly, to the external expression of the term, ie, to his form, secondly, to the meaning of the term and, finally, the requirements determined by the specific use of the term [5, 34].

Let us now consider in more detail all the aspects listed above. The first group - to the content requirements. Here allocate "the consistency of the semantics of the term, the uniqueness, and the absence of a meaningful synonyms." Consistency means matching the meaning both lexical units and values acquired in the terminology of [5, 34]. Such situation is caused by the inhomogeneity of the semantic structure, where there is the imposition of literal values and terminology (compliance possible (full, partial) and mismatch (complete)). Another requirement generated S.V.Grinevym - the uniqueness of the term - is understood as a commitment to the uniqueness of the term within the same terminology; and the term "notional" is meant a "reflection within the meaning of the term minimum number of features sufficient to identify them referred concept" [5, 35]. And one of the most important requirements, in our opinion, is often encountered in the literature, no synonyms - unfortunately not always the case (there are numerous examples of the presence of

more than one dozen synonyms within this terminology).

The next group (the requirements for the form of the term) includes: compliance with language standards (elimination of professional jargon, the elimination of deviations from the norms of phonetic and grammatical rules, the replacement of non-literary forms or summarizing a linguistic norms); conciseness (lexical brevity - is the elimination of "unnecessary", having no sense elements; formal brevity, so consider preferred terms with a short-form); Derivative term ability (the ability to form new words); requirements are static forms of the term - invariance; semantic term transparency or motivation - shows the structure of this term relationship between this notion, called them and other concepts [5, 36-38].

The last group (pragmatic) offers S.V.Grinev requirements include the following: Introduction (adoption of the term experts); internationality (match the content and form of terms in at least three national languages); Present - displacement of outdated terms, replacing them with new; euphony and esoteric - the desire to use different wording in order to isolate the professional communication [5, 40].

So, we have considered the main groups of requirements to the terms.

Likely to comply with all requirements at the same time, in a single term is hardly possible. And yet, they are crucial in systematizing and streamlining terminology, the classification of terms.

After analyzing the original work of a number of linguists, we conclude that the study of the theoretical essence of the term was carried out repeatedly over the past decade. The above approaches to these problems are defined by area of activity, the results of research and personal attitude of the scientist.

Personal-existential semantic field we call the set of linguistic units (lexical and phraseological), characterizing the biological and spiritual stages of the human life course in close relationship and mutual dependence.

The term "existential" is borrowed by us from existential philosophy and psychology. Briefly analyze how it is interpreted in these sciences.

"Existentialism - humanism". The title of this book by French philosopher, writer and playwright Jean-Paul Sartre's existentialism can serve as a motto, as the most concise and accurate expression of the meaning and purpose of the whole direction of modern philosophy.

Existentialism, or philosophy of existence (from late existentia - existence)

was born in the early XX century and has won wide acclaim and popularity for decades. Among the first representatives of existentialism is considered to be Russian philosopher Lev Shestov and Nikolai Berdyaev, although the basic development of this trend received after the first World War in the works of German philosophers Martin Heidegger and Karl Jaspers, and in the forties, in the works of Jean Paul Sartre and Simone de Beauvoir. At the same time their predecessors existentialists believe Pascal, Kierkegaard, Dostoevsky and Nietzsche.

The most difficult time for France, during the Nazi occupation, Sartre was an active participant in the resistance movement; Then he wrote a major philosophical work "Being and Nothingness", which became his doctoral dissertation. In atheistic existential embodiment, which was a theoretical, in particular Sartre, existence is determined as being directed to nothing and recognizes its extremity. Structure existence is described as a set of modes of human existence. Such modes of existence as concern, anxiety, resolution, through the death of conscience defined as a method of contact with anything. Therefore, it is in the border situation, a person begins to see existence as the deepest root of his being. The most important property of existence is

going beyond its limits, or transcendence. From the point of view of religious existentialism, transcendental - it is God, and although he is unknowable, but spiritual creativity is an expression of the desire for God, try to express it, though, and tolerate the collapse of the impossibility of an adequate comprehension of God. And the products of this creativity is nothing but as ciphers of transcendence. Existentialists atheist, in turn, is determined as nothing transcendence as deepest secret existence [12], [9] and [16].

Existential Psychology (humanistic psychology) [13, 66-67] - the direction of the western (mainly American) psychology recognizes as their primary identity as a unique integrated system, which is not something given in advance, and "open the possibility of" self-actualization, intrinsic only man. Existential psychology in opposition to itself as a "third force" behaviorism and Freudianism, focuses on the relationship of the person from her past, then, as the main thing in it, according to existential psychology, aspirations for the future, to the free realization of their potentials (G. Allport) particularly creative [4; 5] to strengthen self-belief.

Play a central role in this explanation, providing no adaptation to the

environment, not conformal behavior and constructive start of the growth of the human I, the integrity and the strength of the experience that is designed to support a particular form of therapy [6, 7], which K.Rodzher called "therapy, centered on client", which means that the interpretation of the individual to seek assistance from a therapist, not as a patient but as a "client", which takes on itself the responsibility for solving life's problems disturbing him. The therapist is only performs the function of a consultant to create a warm emotional climate in which the customer is easier to organize their internal ("phenomenal") world and to achieve self-integrity, to understand the meaning of its existence ("existence").

We interpret the structure of existential personal semantic field is wider than it did existential psychologists and philosophers in their teachings.

Given the limited scope of this article, we briefly describe the semantic field of the test and illustrate examples of the most frequent and representative semantic units.

We are purely arbitrary in the description of the semantic field divide its departments on the biological and psychological. In fact, they act in unity and interdependence. This division is necessary for more detailed and in-

depth analysis. Reading the scientific literature and fiction led to the conclusion that leading a psychological division. The basic structure of psychological units are semantic units band characterizing the target and motivation of the individual.

All the great existential macrofield person we represent as follows. First of all we distinguish microscopic field of psychological determinants, which includes psychological substructure of personality (ryadopolozhnye and through) [15].

Among ryadopolozhnyh substructures leading a social substructure, as it includes the world, relation to the profession, religion and other aspects.

Often a change of profession, religion completely changed life (existential) way of a man and completely change its behavior, such as Eliza Doolittle, the play "Pygmalion," Shaw heroine, so dreamed of becoming a florist shop in London's fashionable, it completely changed all of their personal components: from the rough vulgar street flower girl she turned into a lady with fine manners, posture, appearance and correct English speech. Therefore, at the embassy ball took her off as a duchess. And all that was associated with her about her behavior and speech, said «beautiful» (beautiful) and brilliant (shining). It has changed

dramatically, to reach the goal, and it changed the linguistic picture of the world so much that she could not go back to the slums, so after the ball she was crying because fears,

The success of the existential (life) the ways of man are closely linked with the choice of profession. If this choice is made correctly, then people will be happy for a lifetime, because, as Anton Chekhov said "Swan Song":

"Where is the talent of any age do not have, nor death, nor loneliness." This is confirmed by all the world's scientific literature and fiction. The list of examples and their analysis will take an infinite amount of time, significantly beyond the scope of this article, so I'll give just two of the most prominent examples: Bernard Shaw play "Pygmalion" and the novel by Nobel laureate Hermann Hesse's "Narcissus and Goldmund", the heroes who, having reached professional heights of success They made the journey of life happy.

The success of the heroine of the play "Pygmalion" Eliza Doolittle testified word: superb (excellent), brilliant (shiny) and FE associated with praise, also having ARCHISS "praise somebody" - praise, praise:

Extol to the skies exalt to the heavens, praise;

Sing somebody's praises praise, sing praises to anyone.

In our sample of literature and dictionaries found a lot of phraseology describing the choice of profession. Consider a few examples of phraseological units (EF), characterizing a hobby and a profession.

EF, describing hobbies, interests, profession be death on - colloquial. very like, be mad (from) [14, 204]. Sally was death on lace.

Sally loved lace. stage fever - «stage fever," an irresistible attraction to the scene, a passionate desire to become an actor [14, 271].

Not caught stage fever, ran away from school ... and joined the theatre in Dublin.

He literally became ill scene. He ran away from school ... and started working in the company of the Dublin Theater a popular cry craze; general opinion.

Fashions change very quickly. Today the popular cry is for shorter hair, tomorrow, who knows, it may be pig-tails, to the waist [Bragg in 1979: 82].

Fashions change rapidly. Today, the latest fashion short hair, and tomorrow will probably be wearing braids to his waist.

a glutton of books - jocular. devourer of books, reading insatiable lover [14.317].

When he could read, he became a glutton of books. And it is so still.

As soon as he started reading, he became a devourer of books. So he stayed. EF, describing the meaning of life.

the breath of (one's) life - a vital necessity that I needed a man like air, the meaning of life [Kunin 1998: 108].

And, yet, to himself just lately, the hospital's affairs seemed almost to have become the breath of life.

Now the hospital, in fact, was the meaning of his life.

It is necessary to emphasize another important aspect - the moral purpose, which plays a leading role in the psychological microscopic field. Heroes of fiction often speak of the vital order, which constitute a challenge to all of humanity and mentally normal, and even mentally ill and analyzes the their goal: R. Raskolnikov, the protagonist of the novel FM Dostoevsky's "Crime and Punishment" [2005] asks what he should be, "a trembling creature or Napoleon." "I had to learn then, and learn quickly. I louse like everybody else, or people? Will I be able to cross or not! I dare to bend down and pick it up or not? Am I a trembling creature or have the right ... "[Dostoevsky 2005: 448].

And then a very different benevolent goal, expressed by Jonathan Seagull, who declares that "the purpose of life - to find perfection and show it to the people:« the aim of living is to find perfection, and to show it forth »[1, 25].

Ghosts showed him the errors of the past and the present and showed that if he does not change, it will be lonely and miserable, and of his death, no one will regret. So he was born again on Christmas morning, showing empathy for all people, he congratulated them on Christmas, he helped his employee with many children in all plans. Love for the people involved in their lives, and help people to make him happy.

The author describes his new attitude towards people: «Nothing could be heartier» (Do not have a heart), and his emotional state clearly described in words - amazing luck «wonderful happiness» - and the same is felt all the people around him [Dickens 1986: 75]. And he addresses them with the words «my love (my love) good fellow» - a good guy. And "A Christmas Carol" - all finishing work Scrooge phrase: "God bless us everyone» (God bless us, everyone) «I will live in the Past, the Present and the Future!» [3, 71]. - "I will live in the Past, Present and Future" - cried Scrooge, as his new spiritual birth is associated with a love of the people, he understands how a

symbol of immortality. This is the idea of the whole work, and it is, in our opinion, the approach to the social aspect of life,

Biological aspects of existential semantic field: birth, life and death of a person represented less than spiritual (psychological) in our sample of literature and dictionaries.

Briefly in the form of the scheme can be presented we investigated personal-existential field as follows.

Personal-existential semantic macrofield consists of the following units

I. Psychological existential microscopic field

semantic groups

1. Personal substructures and their determinants

2. Stages of personal formation

3. Language picture of the world

4. Stages of socialization and institutions

II. Biological existential microscopic field

1. Birth (pregnancy, conditions and the clinical picture of the birth)

2. The life of the body (lifestyle, nutrition, health)

3. Death (near-death, dying) III. Immortality

IV. Existential microscopic field out of the crisis

We consider two basic types of crisis management. The first strategy - sanogennykh reflection or, as prof. YM Orlov, "razmyslit difficulties and remove them by moving pathogenic thinking sanogenic", ie in sanity. Draw the situation and wrote in her diary on her criticism. For example, the girl-manager drew itself in the form of fish that escaped from the network, creating a hole in it, making psycholinguistic language analysis (Being at a loss - to be at sea; to pull myself together - to pull oneself together), ie. e. emotional control implement. The second strategy - meditative suggestive: against respiratory muscle relaxation and cause extinction of pathogenic complexes which are thought-emotionally. For example,

Somewhat different is considering a way out Hamlet stress, the hero of William Shakespeare's tragedy, offering three ways out: 1) using the identification, suffer in silence, 2) arm and put an end to misery by applying psychological protection positive aggression or 3) to use suicide as a defense retroflexion, those. penalties aimed at himself. This Shakespeare wrote the following:

It be or not to be - That is the question. Whether 'tis nobler In the mind to suffer

There are many works devoted to the study of color and its application in various fields of human activity. And this is understandable: the color value in human life has always been very high.

At the moment the color seems to be no competition in a variety of practical applications: the color scheme of products (be it a car, a refrigerator or a mobile phone) largely determines their success in the market; Trendsetters offer another range of colors of the season; experts select specific colors to suit the rescuers and the walls of a prison cell; Doctors develop color psychodiagnostics Tests purposes. This long range crowned color marks, which is the most widespread in philosophy heraldry, astrology, icons, and religious rituals folklore (Etnograficheskoe Review, № 2, 1992).

For example, white is traditionally a symbol of unity, as in Christianity remains unshakeable symbol of holiness and spirituality. The angels in heaven - dressed in white, like the saints have undergone for their faith. The bride wears a white wedding dress, symbolizing purity. White wig on the head of the judge speaks about his impartiality. White represents peace of mind. Finally, the white - a symbol of peace [2,245].

The fact that an ever-increasing role of color in human life had two inevitable consequences. On the one hand, there is an urgent need for a huge number of new words that are in some way, more adequately reflect the variety of color hues, which distinguishes the human eye [3, 14].

On the other hand, there was a natural tendency for humanity to explore the origins and consequences of this influence. XVIII century can be taken as a starting point for scientific research in this area.

The first serious difficulty, in which analyzed the relationship of color to different sides of human life was "Theory of Colors" JW Goethe. It is known that Goethe himself appreciated its work in color above his own poetry [9, 26]. Color Goethe - a symbol of the man himself, his thoughts and feelings, and the symbol is not poetic, and the psychological, which has a definite specific content. The observations and conclusions of the Goethe color relationship and psyche have given impetus to thinking about the color of many outstanding representatives of science and art (Hegel, Kandinsky, Niels Bohr, Vladimir Nabokov, AF Losev, M. Lüscher et al.) . How versatile the symbolic color values that are mentioned in the writings of thinkers?

Of course, it can not necessarily be expected to universality when we compare the different national and cultural community. Conventionally, saying that in some nations considered "white" (good, clean, and the like), other nations is "black" (bad, angry, and a funeral, etc.) [3, 17]. However, even within the same culture the question of the generality of symbolic representations remains open.

The symbolism of colors is based on associations. For example, the red color is often cited representations, represents power, strength, energy, revolutionary changes [7, 17]. It goes well with the direct association of the color of fire and blood. It is proved that at the physiological level, the red color contributes to the work of the endocrine glands, the development of adrenaline, is associated with reproductive organs and can increase body temperature.

Meanwhile, association studies, including language, Science really took only in the early twentieth century., And only in the latter half of the twentieth century. experimental apparatus has been finalized and were really significant practical results (including the publication of extensive associative dictionaries). Therefore, all figures mentioned above culture based their views on the color symbolism solely on

their own views. Now we are already well known that during the associative poll is never possible to achieve complete unanimity of opinion; a significant part of the answer is strictly individual. No matter how brilliant a particular person, there is always a chance, that expressed their opinion (including the symbolic meaning of a particular color) will be purely subjective, and would run counter to the feelings of the majority of other people. This idea is easy to prove if we compare the published opinions of different sources about the same color. The same red color is associated with some authors will to win, power, energy, passion, and at others he also acts as a symbol of shame, embarrassment, love, danger.

Even more indicative of another example. It goes on known phenomenon *sinestezii* (from the Greek *synbisthēsis* - 'Co-sensation') - such as a perception that upon stimulation of sensory organ along with specific sensations arise for it and sensations corresponding to the other sense organ. For example, the perception of sounds accompanied by visual, olfactory, or tactile. For instance, high and low opposition phonemes can cause association with contrasting light - dark, acute - round, thin - thick, lightweight - massive etc.

The most famous view of *synaesthesia* is the unique ability to see differently colored sound of certain instruments or certain tones. This ability of the human mind is a manifestation of a real and even innate, independent of the will of the individual.

The first in a series of oldtimers who had the "color hearing" should be the Russian composer A. Scriabin: "... the sound or tone corresponds to the light ... They seem to be the color of light ..." he said. Color and sound are not dissociable in Nature, but we see it only sometimes. If we talk about the works of Scriabin, his music was ready to "light up" real fire [4, 24-30]. Light - the theme of many of his works, give an amusing episode on this subject. In one African country hosted an international congress of the clergy. One of the priests led a group of guests from Europe to the local church, to acquaint with the peculiarities of the church service. The appearance of the delegation made a commotion in the crowd of the faithful. To relieve the tension, the local priest addressed the faithful: "Brothers, all right. You do not look at what they have white skin. I want to assure you,

Another supporter of color music was contemporary Scriabin composer Rimsky-Korsakov. In 1911. Scriabin's biographer L.Sabaneev published a

table of correspondences of colors and sounds in the works of Scriabin. Soon it published the relevant data of Rimsky-Korsakov. And what? Table. 1 shows that the point of view of the two composers practically have nothing to do.

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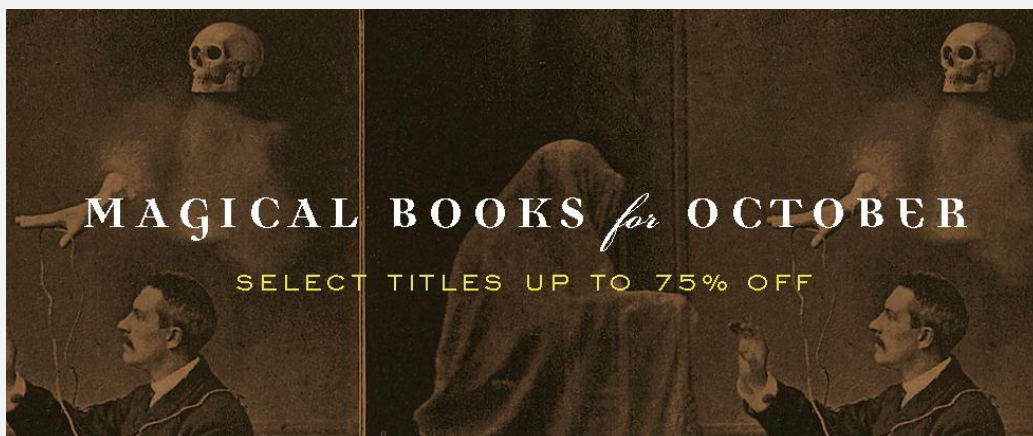
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